



DELIVERABLE D3.1

DISSEMINATION STRATEGY

Work Package 3 - Dissemination and up-scaling

Project	Women Engagement Boost in Technology - W.E.B. in Tech
Project number	101183056
Programme / call	Erasmus+ Capacity Building in VET - ERASMUS-EDU-2024-CB-VET
Lead beneficiary for D3.1	Human Rights Research Center (HRRC), Georgia
WP lead	EURO MAMME ASD, Italy
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Dissemination level	SEN - Sensitive



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1. Executive summary

This Dissemination Strategy provides the operational framework through which the W.E.B. in Tech partnership will make the project's evidence, learning resources, training model, participant outputs and impact visible, understandable and usable by the audiences that can benefit from, adopt or amplify them. It consolidates the communication work initiated in WP1 and WP2 and translates it into an intensive dissemination and up-scaling phase during WP3 (M19-M24).

Strategic purpose

Turn project results into reach, reach into engagement, and engagement into adoption of the W.E.B. in Tech training pathway by VET providers and Third Sector organisations, while increasing opportunities and visibility for young vulnerable women and mothers in NEET conditions.

The strategy is directly aligned with the project's four expected results: the pilot programme is tested and adopted by all beneficiaries; participants increase their knowledge, skills and competences; the training pathway is promoted as a learning model; and the employability of 60 learners is increased. Dissemination is therefore treated not as publicity alone, but as an impact mechanism connecting evidence, beneficiaries, employers, VET providers and future users of the model.

The strategy covers the exact elements required for D3.1: objectives, expected outcomes, target groups, communication channels, logo and visual identity, and rules for the correct use of project and EU visual elements. It also adds the governance, timeline, content plan, monitoring framework, quality controls, safeguarding measures, risk management and sustainability arrangements needed for consistent implementation and auditable reporting.

1.1. Project and deliverable framework

W.E.B. in Tech aims to increase the employability of young vulnerable women and mothers in NEET conditions in the Third Sector and social entrepreneurship by improving their digital and communication skills. The core target group is 60 women aged 23-29 who are in motherhood or family-care situations. The project combines labour-market needs analysis, co-designed training, a six-month pilot programme, career services, skills validation, impact assessment and dissemination/up-scaling.

WP3 - Dissemination and up-scaling runs from M19 to M24. D3.1 is due in M19. It formalises the dissemination strategy to be implemented by the partnership and provides the basis for:

- T3.1 - dissemination strategy management and implementation;
- T3.2 - the blended international dissemination event in Rome during M21;
- T3.3 - outreach and awareness-raising actions before, during and after the event;
- D3.2 - the sustainable webpage and highlights from the final event;
- D3.3 - the final dissemination report documenting outcomes and evidence;
- MS5 - achievement of the expected target-audience outreach.

Interpretation of timing

Although D3.1 is submitted at the start of WP3, it is the consolidated strategy adopted by the partnership for the whole project. It builds on the communication plan, channels and visual identity developed from the beginning of WP1 and on the content generated during WP2.

All dissemination activities must be strategic, coherent, effective and factually accurate. They must acknowledge EU support through the European emblem and funding statement, include the mandatory disclaimer, respect data-protection and intellectual-property obligations, and use the official project visual identity. Public results must be made available through the project and partner channels and uploaded to the Erasmus+ Project Results Platform. Activities expected to have major media impact must be brought to the attention of the granting authority through the coordinator before publication or implementation.

1.2 Communication, dissemination and up-scaling

Dimension	Purpose	Primary question	Typical outputs
Communication	Create awareness, recognition and engagement throughout the project.	What is happening and why does it matter?	News, social posts, newsletters, participant stories, event promotion.
Dissemination	Transfer results to audiences that can use, replicate or support them.	What has been learned and how can it be used?	Manual, training materials, project works, evidence summaries, presentations, event resources.
Up-scaling / exploitation	Encourage adoption, continuation and wider delivery of the training pathway.	Who can integrate or replicate the model and what is the next step?	VET outreach, infodays, direct calls to action, replication discussions, sustainability commitments.

1.3 Guiding principles

Principle	Operational meaning
Targeted	Every activity starts from a defined audience, desired change and call to action.
Result-centred	Communication prioritises verified outputs and concrete results over generic project promotion.
Empowering	Women are presented as learners, creators and professionals, never through stigmatising or deficit-based narratives.
Accessible	Content uses clear language, inclusive formats, captions, alternative text and local-language adaptations where useful.
Evidence-based	Claims are supported by project data, approved monitoring information and traceable sources.
Participatory	Learners contribute as ambassadors and content co-creators, with informed consent and safeguarding.
Consistent	All partners use shared messages, templates, naming conventions, visual identity and EU visibility rules.
Sustainable	Priority is given to reusable, searchable and downloadable outputs that remain available after the grant period.

1.4 Audience journey

The partnership will manage dissemination as a progression rather than a sequence of isolated posts or events:

1. Awareness - audiences recognise the project and the problem it addresses.
2. Interest - audiences understand the value of the training pathway and evidence generated.
3. Engagement - audiences attend events, subscribe, download, comment or contact the partnership.
4. Use and adoption - VET providers and Third Sector organisations explore integration, referral, recruitment or replication.
5. Amplification - stakeholders, learners and networks share results and extend reach beyond partner channels.

2. Dissemination objectives

2.1 Overall objective

Overall objective

To maximise the visibility, accessibility, use and transferability of W.E.B. in Tech results and to contribute directly to the employability and professional recognition of the project's learners by connecting their skills and project works with VET providers, CSOs, social enterprises and wider Third Sector networks.

Code	Objective	Indicator	Target	Means of verification
O1	Maintain a coherent digital information hub.	Official project website/page developed and updated.	1	Live page, update log, screenshots.
O2	Build a stable direct audience.	Newsletter distribution list.	At least 300 email addresses; monthly sending.	Mailing-list export, issue archive, analytics.
O3	Create measurable social visibility.	Views/impressions and average likes per post.	Around 1,000 views; average 20 likes per post.	Platform analytics and screenshots.
O4	Secure media-style visibility at key stages.	Press releases published and shared.	4	Web links, PDFs, partner reposts.
O5	Promote the training pathway through direct engagement.	Infodays with organisations outside the consortium.	12	Agendas, participant lists, photos, reports.
O6	Reach Third Sector decision-makers and employers.	Stakeholders from the Third Sector reached.	At least 30	Profiled outreach/contact lists.
O7	Reach potential future learners.	Women from the target group reached.	At least 600	Event/outreach records, digital analytics.
O8	Enable replication and adoption.	VET providers reached.	At least 18	Organisation list, meeting/event evidence.
O9	Increase access to project results.	Downloads/views of deliverables.	At least 300	Website and file analytics.
O10	Deliver an inclusive blended conference.	Participants in T3.2; positive feedback.	100 participants; 60 positive comments	Registration lists, attendance, feedback.
O11	Document and sustain dissemination.	D3.2 and D3.3 completed; public results uploaded.	100% completion	Deliverables, webpage, platform records.

2.2 Expected dissemination outcomes

- Project evidence - survey and focus-group findings - is translated into clear messages on the skills needs of the Third Sector.
- The training programme, learning outcomes and supporting materials are visible and accessible to potential adopters and future learners.
- Learner project works function as professional portfolios, improving visibility to CSOs, social enterprises and employers.
- Learners participate as project ambassadors and demonstrate their newly acquired communication skills in real dissemination contexts.
- VET providers understand how the programme works across preparation, delivery, validation and career-service phases.
- Third Sector stakeholders recognise the relevance of specialised digital and communication skills and engage with learners and partners.
- The partnership generates an evidence base for D3.3 and for the final impact and sustainability assessment.
- Public resources remain available after the project, enabling replication and further training delivery.

2.3 Contribution to the project's expected results

Project expected result	Dissemination contribution	Evidence of contribution
Pilot programme tested and adopted by all beneficiaries	Partners present and share a common, documented learning model and implementation experience.	Partner presentations, common materials, event documentation.
Participants' knowledge, skills and competences increased	Learners demonstrate results through project works, testimonials and ambassador roles.	Project portfolio, presentations, validated feedback.
Training pathway promoted as a learning model	VET providers receive detailed information, materials and replication-oriented calls to action.	Infodays, downloads, VET contacts, adoption interest.
Employability of 60 learners increased	Project works and learner profiles are connected with CSOs, social enterprises and Third Sector employers.	Networking records, enquiries, job/internship follow-up in WP4.

3. Expected outcomes

3.1 T3.1 - Strategy management and implementation

From M19, Consortium's dedicated dissemination team coordinates an intensive campaign based on the communication assets and channels created during WP1 and WP2. The campaign focuses on content and concrete results, not generic promotion. Its operational sequence is:

1. Audit and organise all publishable project results and evidence.
2. Translate results into audience-specific content packages.
3. Approve an editorial calendar and partner publication responsibilities.
4. Launch coordinated social-media, website, newsletter and direct-outreach waves.
5. Organise local infodays to identify additional VET providers willing to implement the programme.
6. Track reach, engagement, downloads, participation, enquiries and adoption interest.
7. Adjust content and channel mix based on monitoring data.
8. Archive evidence for D3.3 and MS5 verification.

3.2 T3.2 - International dissemination event

The international dissemination event will take place in Rome during M21 in blended format. Six participants from each beneficiary organisation will attend in person, for a planned in-person consortium delegation of 36 people. Each organisation will include two Project Team members and may invite four learners, who will act as project ambassadors. The online format will enable wider participation and support the event-level target of 100 participants.

Session	Purpose	Lead / speaker	Dissemination output
Day 1 - institutional opening	Position the project within inclusion, VET and local development priorities.	Invited local authority / host.	Opening photos, quote, short news item.
Project introduction	Explain objectives, partnership and expected results.	Project Manager.	Project overview presentation and recording.
Training programme presentation	Show the programme structure, methods and implementation.	Partner Project Officers.	Slides and downloadable programme summary.
Outreach activities	Share methods used to engage the target group.	Education 360 Project Officer.	Practice note / presentation.
Learner project works	Demonstrate competences and provide professional visibility.	Learner ambassadors.	Portfolio presentations, video clips, reels.
Day 2 - validation process	Explain skills, knowledge and competence validation.	IELI Project Officer.	Validation presentation and Q&A summary.
Round table with VET providers	Discuss replication, adaptation and quality requirements.	Moderated panel.	Key conclusions and expressions of interest.
Networking session	Connect CSOs, social enterprises, VET providers and learners.	All partners.	Contact/follow-up log and opportunity leads.
Closing and calls to action	Confirm access points, next steps and follow-up.	HRRC / Coordinator.	Closing statement, evaluation link, follow-up message.

3.3 T3.3 - Outreach, awareness raising and participant support

Outreach actions will be implemented immediately before, during and after the event. In line with the project description, they will also provide psychological and practical support to learners participating as ambassadors. This includes clear briefing, informed consent, choice over image/voice use, preparation for public speaking, a named support contact, accessible participation options, and post-event debriefing. No learner will be required to disclose sensitive personal circumstances as a condition of participation or visibility.

3.4 Roles and responsibilities

Actor	Core responsibility	Key WP3 tasks	Evidence / accountability
EURO MAMME ASD - Coordinator and WP3 lead	Strategic oversight, contractual compliance and final approval.	Host Rome event; approve high-impact actions; coordinate EACEA communication; ensure submission of deliverables.	Approval records, event documentation, Portal submission.

Actor	Core responsibility	Key WP3 tasks	Evidence / accountability
HRRC	Operational dissemination management and campaign coordination.	Maintain strategy and editorial calendar; prepare master content; coordinate social campaign, evidence collection and event webpage.	D3.1, content archive, dissemination log, D3.2, D3.3.
Communication Manager	Project-wide coherence from M1 to M24.	Apply visual identity, edit content, maintain channels and coordinate timelines with PM and HRRC.	Publication plan, templates, channel records.
IELI	Monitoring and quality interface; skills-validation content.	Monitor WP3 indicators; validate technical/evaluation claims; present validation process at event.	Monitoring dashboard, QA comments, presentation.
Education 360	Outreach expertise and national dissemination.	Provide outreach presentation; mobilise Ukrainian networks and adapt content.	Publication/event records and presentation.
SOS EUROPA and MILLENNIUM	National/local dissemination and stakeholder mobilisation.	Organise/participate in infodays; reach VET, CSOs and target groups; publish and report evidence.	National dissemination logs and participant records.
All beneficiaries	Consistent implementation in their countries and networks.	Maintain project web section; share master posts; create activity content; use official branding; collect evidence and submit monitoring data.	Links, analytics, photos, lists, reports.

3.5 Content workflow

1. Planning - HRRC issues the monthly editorial calendar and identifies audience, objective, format, owner and deadline.
2. Evidence preparation - the responsible partner provides verified facts, source files, consent status and suggested local context.
3. Editorial and design - the Communication Manager/HRRC prepares the English master asset using official templates.
4. Technical and quality check - the relevant WP lead and IELI verify accuracy, accessibility, data protection and consistency.
5. Approval - HRRC approves routine content; EURO MAMME approves press releases, policy-sensitive messages and actions with major media impact.
6. Localisation and publication - partners translate/adapt without changing approved claims, then publish within the agreed window.
7. Logging and monitoring - each publication or event is recorded with link/evidence, audience, reach and follow-up outcomes.

3.6. Timeline and editorial planning

Period	Strategic focus	Main actions	Outputs	Review point
M1-M8	Communication foundations	Website/email activation, visual identity, templates, project launch, outreach for needs analysis.	D1.3, project sections, logo/template pack.	Done
M9-M24	Training implementation storytelling	Learner progress, trainer feedback, training updates, project works and WP2 results.	Articles, posts, newsletters, D2.3.	In progress
M17-M18	Result consolidation	Audit content, confirm public/sensitive status, prepare portfolio and WP3 campaign.	Results inventory, draft campaign calendar.	WP3 readiness check.
M19	WP3 launch and D3.1	Adopt strategy, assign responsibilities, launch coordinated result campaign and VET outreach.	D3.1, partner action plans.	Approval by coordinator.
M20-M21	Event mobilisation and intensive dissemination	Invitations, infodays, speaker/ambassador preparation, international blended event.	Event, media package, presentations, recordings.	Immediate event review.
M22-M24	Follow-up, up-scaling and closure	Publish event highlights, direct follow-up, replication discussions, final analytics and evidence consolidation.	D3.2, D3.3, MS5, public-result uploads.	Final WP3 monitoring.

12.1 Recommended campaign waves during WP3

- Wave 1 - Evidence: skills-gap and focus-group results; why the programme is needed.
- Wave 2 - Model: training structure, materials and learning outcomes; how the programme works.

- Wave 3 - People and practice: learner works, trainer insights and ambassador stories.
- Wave 4 - Event: invitations, programme, speakers, livestream, daily highlights and press release.
- Wave 5 - Adoption: VET and employer follow-up, portfolio access, replication calls and sustainability commitments.
- Wave 6 - Legacy: final event webpage, impact highlights, results platform and continued-access messages.

3.7 Monitoring logic

The strategy uses a common evidence chain: activity -> output -> reach -> engagement -> conversion/adoption -> contribution to impact. Raw visibility data are not sufficient on their own; the partnership will also record whether stakeholders download, enquire, attend, network, express adoption interest or create opportunities for learners.

3.8 Core KPI dashboard

KPI	Baseline	Target	Frequency	Output	Source of verification
Official project website/page	0	1	Continuous	https://www.plattaformaoprogramm.eu/woman-engagement-boost-in-technology-international/	Live page and update log
Newsletter addresses	0	>=300	Monthly	8 sent and more than 13.000 people reached	Mailing list export
Views and like per post	0	1000 total views, 20 like per post as average	Monthly	Total like = 58, total views 2238	Platform analytics
Press releases	0	4	At key stages	2 done	PDFs on the ewbsite
Infodays with external partners	0	12	WP3 monthly	All partners, in progress	Agenda, lists, report
Third Sector stakeholders reached	0	>=30	Monthly	All partners, in progress	Profiled contact list
Women from target group reached	0	>=600	Monthly	67	Outreach and analytics evidence
VET providers reached	0	>=18	Monthly	All partners, in progress	Organisation/contact list
International event participation	0	100 total; 36 planned in person	M21	All partners, in progress	Registration and attendance
Positive event comments	0	60	Post-event	All partners, in progress	Feedback forms/newsletter responses
Public results uploaded	0	100% of public outputs	By M24	All partners, in progress	Project Results Platform record
Partner-team satisfaction with D3.1/D3.2	Not measured	Positive qualitative assessment	M19 and M24	All partners, in progress	Self-assessment and WP3 monitoring report

3.9 Qualitative indicators

- Accuracy and clarity of messages and materials.
- Perceived relevance and usefulness of results for VET providers, CSOs and social enterprises.
- Quality of learner participation and confidence in ambassador roles.
- Level of interest in programme adoption, replication, referral or recruitment.
- Partner satisfaction with the strategy, templates, coordination and event materials.
- Inclusiveness, accessibility and non-stigmatising representation of the target group.
- Quality of networking and follow-up generated through the dissemination event.

3.10 Dissemination evidence package

For every activity, the responsible partner will retain a proportionate evidence package: date and title; audience and purpose; agenda or content; link or final file; publication screenshot; attendance/organisation list where applicable; EU visibility proof; photos or recordings with consent; analytics; feedback; follow-up actions; and a short assessment of results. Evidence will be stored in the shared project archive and retained in accordance with the Grant Agreement record-keeping period.

3.11 Pre-publication quality checklist

- ☐ Purpose and target audience are explicit.
- ☐ Facts, figures and names are verified against approved project evidence.
- ☐ Sensitive information and personal data are removed or lawfully processed.
- ☐ Consent for image, voice, quotation and personal story use is documented.
- ☐ Language is inclusive, non-stigmatising and understandable.
- ☐ Project acronym, number and partner role are correct.
- ☐ Official logo, EU emblem, funding statement and disclaimer are correctly displayed.
- ☐ Links work and public files open without restricted permissions.
- ☐ Accessibility checks are completed: heading structure, contrast, alt text, captions and readable formatting.
- ☐ Publication has been approved through the workflow in Section 11.

3.12 Safeguarding and ethical representation

The target group includes women who may face socioeconomic vulnerability, care responsibilities and barriers to employment. Dissemination must therefore apply a “do no harm” approach. Participation in testimonials, photography, video, press or public speaking is voluntary; refusal does not affect access to project activities. Partners will avoid collecting unnecessary personal details, publishing identifiable information about NEET status or family circumstances, or using emotionally intrusive narratives. Learners may choose first name only, anonymised quotation, voice-only participation, or no public exposure.

3.13 Data protection

- Process personal data only for specified project purposes and on an appropriate lawful basis.
- Provide clear privacy information and obtain explicit consent where consent is relied upon.
- Limit access to participant data to authorised staff with a need to know.
- Use secure, access-controlled storage for registration lists, media consents and contact databases.
- Do not publish personal contact details; use official project or organisational contact points.
- Apply retention and deletion rules consistent with the Grant Agreement, GDPR and relevant national law.

3.14 Accessibility and inclusion standards

- Plain language and short, structured paragraphs.
- Accessible Word/PDF heading hierarchy and tagged reading order where possible.
- Minimum readable font sizes and strong colour contrast.
- Alternative text for informative images and diagrams.
- Captions and transcripts for audiovisual content.
- Hybrid access and recordings for major events, subject to consent.
- Local-language summaries and mobile-friendly formats when they improve target-group access.

3.15 Sustainability, exploitation and up-scaling

The dissemination strategy is designed to keep the results visible and usable after 31 December 2026. Sustainability will be achieved through a combination of durable digital access, organisational adoption, VET engagement, learner portfolio visibility, continued networking and programme-level repositories.

- The official project and event webpages will remain available after project termination, subject to the hosting arrangements established by the partnership.
- Public deliverables, training resources, presentations, videos and event highlights will be downloadable and linked from partner websites.
- Public results will be uploaded to the Erasmus+ Project Results Platform.
- Partners will continue to use and promote the training model in their regular VET, inclusion and Third Sector activities.
- VET providers reached through infodays and the final event will receive a concise replication/adoption pack and follow-up contact.
- Learner project works will remain available as a portfolio, subject to consent and intellectual-property arrangements.
- Potential donors, authorities and sector networks will receive the final impact and sustainability messages from WP4.
- Dissemination data and lessons learned will inform future editions, adaptations and follow-up proposals.

Up-scaling pathway

Stage	Objective	Key action	Success signal
1. Discover	Make the programme easy to understand and access.	Result pages, summary pack, infodays.	Downloads and information requests.
2. Assess	Help organisations judge fit and feasibility.	Detailed programme presentation, evidence and Q&A.	Replication/adoption discussions.
3. Adapt	Support contextualisation without losing core quality.	Partner consultation and sharing of methods/materials.	Draft local implementation plan.
4. Deliver	Integrate the programme into organisational activities.	Training delivery and learner recruitment by new providers.	New cohorts and provider commitments.
5. Sustain	Maintain quality and track longer-term outcomes.	WP4 indicators, network follow-up and resource updates.	Repeated delivery, employment outcomes and wider uptake.

4. Target audiences and stakeholder segmentation

4.1 Primary audiences

Audience	Profile	Need / motivation	Desired response	Priority channels
Young vulnerable women and mothers in NEET conditions	Women aged 23-29 in motherhood or family-care situations; current and potential learners.	Accessible opportunities, confidence, practical digital skills, flexible training and career pathways.	Access resources, enrol in future training, share content, engage with partner services.	Social media, outreach, learner ambassadors, partner networks, website, events.
VET providers	Training organisations, educators, curriculum designers and career-service teams.	A tested, relevant and adaptable programme aligned with labour-market needs.	Download materials, attend infodays, explore adoption and replication.	Direct outreach, infodays, event, website, email/newsletter, professional networks.
CSOs, social enterprises and Third Sector employers	Potential employers, hosts, commissioners and sector intermediaries.	Skilled communication profiles, practical project works, recruitment and partnership opportunities.	Review learner portfolios, network, offer opportunities, endorse or replicate the approach.	International event, direct contact, LinkedIn, press releases, partner networks, project portfolio.

4.2 Secondary and enabling audiences

- Local and national public authorities, policymakers and labour-market actors able to support inclusion, employment and VET innovation.
- Potential donors and funders interested in continuation and wider implementation of the training programme.
- Media, bloggers and communication multipliers able to extend the visibility of evidence, learner stories and events.
- Professional, civil-society and European cooperation networks connected to VET, women's empowerment, employability, digital skills and social entrepreneurship.
- The general public, with a focus on reducing stereotypes around NEET status, motherhood, care responsibilities and digital careers.

4.3 Geographical reach

The strategy combines local, national, transnational and European-level outreach through the six beneficiary organisations in Italy, Malta, Ukraine, Georgia and Moldova. Central English-language materials ensure consistency; partners may adapt summaries, event information and calls to action into relevant local languages while preserving the approved meaning, visual identity, EU funding statement and disclaimer.

4.4 Core project message

	Core message Digital communication skills can become a concrete pathway to employment and participation for young women and mothers in NEET conditions, while helping Third Sector organisations access profiles whose competences respond to real sector needs.
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4.5 Audience-specific message house

Audience	Message	Proof points	Call to action
Women and mothers in NEET conditions	Your experience, care responsibilities and aspirations are compatible with developing valuable digital and communication competences.	Flexible, co-designed training; learner works; career guidance; peer ambassadors.	Explore the materials, contact a partner, join future opportunities.
VET providers	W.E.B. in Tech offers a tested pathway tailored to the skills needs of the Third Sector and to learners facing barriers.	Needs analysis, training manual, six-month pilot, evaluation and validation process.	Download, discuss adaptation, host an infoday, replicate the model.

Audience	Message	Proof points	Call to action
Third Sector organisations and employers	Learners can contribute practical communication strategies and digital content based on sector-specific needs.	Project works, presentations, validated skills and direct networking.	Review portfolios, offer placements/jobs, collaborate with training providers.
Authorities and funders	Targeted VET innovation can connect inclusion, digital transition, gender equality and Third Sector capacity.	Transnational partnership, measurable targets, monitoring and sustainability plan.	Support continuation, referrals, replication and policy dialogue.
General public and media	Women in NEET and care situations are not a passive group: with accessible training, they become skilled creators and professionals.	Learner voices, concrete outputs and project results.	Share verified stories and challenge stereotypes.

4.6 Tone of voice

- Empowering and respectful, never paternalistic or stigmatising.
- Concrete and action-oriented, emphasising what audiences can access, use or do next.
- Clear and inclusive, avoiding unnecessary jargon and explaining technical terms.
- Evidence-based and accurate, separating verified results from expectations or personal viewpoints.
- Human-centred, giving space to learner voices only with informed and documented consent.
- Consistent across partners, while allowing culturally appropriate localisation.

4.7 Campaign theme and hashtags

Recommended umbrella campaign theme: “From Skills to Opportunities - Women shaping the Third Sector through digital communication.” Recommended common hashtags: #WEBinTech, #WomenEngagementBoost, #DigitalSkills, #ThirdSector, #SocialEntrepreneurship, #VET, #ErasmusPlus. Partners may add national-language or topic hashtags, but the two project identifiers #WEBinTech and #WomenEngagementBoost should remain constant.

4.8. Dissemination content and results portfolio

T3.1 requires dissemination of the results obtained across the project. Content will be organised into the following editorial pillars, each connected to a specific audience need and project result.

Pillar	Content to disseminate	Main formats	Primary audience	Main call to action
1. Evidence and needs	Survey results and focus-group findings on Third Sector skills gaps and learner needs.	Data cards, short articles, infographics, presentations.	VET, CSOs, authorities.	Use evidence in programme design and referrals.
2. Training model	Training programme structure, methods, learning materials, manual and supportive resources.	Web pages, downloadable PDFs, video lessons/tutorials, webinars.	VET and future learners.	Download, review and replicate.
3. Learning outcomes	Specific knowledge, skills and competences taught and validated.	Competence cards, trainer interviews, assessment summaries.	VET, employers, learners.	Recognise and apply the learning outcomes.
4. Learner journey	Progress, expectations, challenges and positive feedback from learners and trainers.	Testimonials, short videos, quote cards, articles.	Target group, public, media.	Engage, enrol, share.
5. Project works	Communication strategies produced by learners for Third Sector organisations and social enterprises.	Portfolio webpage/PDF, presentations, reels, case studies.	CSOs, social enterprises, employers.	Review, contact and offer opportunities.
6. Validation and impact	Evaluation results, validation process, participant and organisational feedback.	Impact briefs, presentation, charts, final reports.	VET, authorities, donors.	Support adoption and continuation.
7. Events and networking	Infodays, blended conference, round table and networking outcomes.	Event pages, agenda, livestream, photos, videos, reels, press release.	All audiences.	Register, attend, connect and follow up.

5. Communication channels and tools

Channel / tool	Purpose	Content	Frequency / timing	Owner / contributors
Official project website/page	Central, sustainable information and results hub.	Summary, team, calendar, news, public deliverables, videos, event highlights.	Updated at each major milestone; final event page by M24.	all partners provide content.
Partner websites	National reach and institutional endorsement.	Project section, shared articles, local event information, results links.	At launch and every major result/event.	Each beneficiary.
Official project email / newsletter	Direct and traceable communication with stakeholders and subscribers.	Updates, invitations, result releases, follow-up calls.	Monthly; intensified around M20-M24.	partner mailing lists.
Social media	Reach target groups, humanise results and drive traffic.	Posts, carousels, reels, short videos, quotes, event promotion.	Editorial calendar; campaign waves around results and event.	creates master assets; all partners publish/share.
Press releases / articles	Provide structured public and media information.	Project start, WP results, dissemination event, project closure/future steps.	Four key releases across the project.	Coordinator/CM with relevant WP lead.
Local infodays	Direct promotion of the training programme and recruitment of adopters.	Programme demonstration, results, Q&A and calls for cooperation.	12 by project end.	All partners.
International blended event	High-visibility presentation, learner participation and networking.	Two-day conference, presentations, round table, networking.	M21.	Euro Mamme host; all partners.
Direct stakeholder outreach	Convert visibility into practical adoption and opportunities.	Personalised emails, calls, meetings, portfolio sharing.	Continuous in WP3.	POs and partner networks.
Professional and European networks	Extend reach beyond local channels.	Result announcements, event invitations, replication calls.	At major releases and M22-M24 follow-up.	All beneficiaries.
Erasmus+ Project Results Platform	Ensure programme-level visibility and long-term access.	Public project results and links.	As results become final; complete by M24.	All partner

Channels are selected according to audience behaviour and the action required. Social media is used to build awareness and reach potential learners; direct email, infodays and professional networks are prioritised for VET providers and Third Sector organisations; the website and public repositories provide authoritative and sustainable access to results; the blended event integrates visibility, demonstration, dialogue and networking.

6. Logo, visual identity and visual norms

6.1 Project logo



The W.E.B. in Tech logo combines a connected-node “W” with the project wordmark. The network symbol represents cooperation, digital connection and the movement from learning to opportunity. The three accent colours represent diversity of experience, technology-enabled learning and professional progression. The logo must be used only from the approved master files; it must not be recreated, redrawn or altered.

6.2 Colour palette

Colour	Use	HEX	Accessibility note
W.E.B. Navy	Primary headings, wordmark, formal backgrounds	#203A5F	Use with white text; high contrast.
Digital Teal	Secondary headings, links, positive actions	#2A9D8F	Use dark text on light tint; white text only at larger sizes.
Empowerment Magenta	Highlights, learner stories, calls to action	#C24A83	Avoid long body text; use for emphasis.
Opportunity Gold	Milestones, event highlights, small accents	#F4B942	Use with navy/dark text.
Cloud Grey	Background panels and table shading	#F4F7FA	Use with navy/dark body text.

6.3 Typography

Primary typeface: Arial or a metrically compatible sans-serif font. Headings should use bold weights and the W.E.B. Navy/Digital Teal hierarchy. Body text must remain readable in print and digital formats: minimum 10 pt for documents and presentations, and sufficient size for social-media graphics. Do not use more than two font families in the same asset.

6.4 Correct logo use

Do	Do not
Use the approved full-colour logo on white or very light backgrounds.	Stretch, compress, rotate or crop the logo.
Use the reversed logo on W.E.B. Navy or another sufficiently dark background.	Change individual logo colours or apply effects, shadows or outlines.
Maintain clear space around the logo equal to at least the height of one network node.	Place text, partner logos or page edges inside the clear-space area.
Keep the logo at least 35 mm wide in print and 180 px wide in digital use.	Use the logo at a size at which the subtitle becomes unreadable.
Use a monochrome version only when colour reproduction is impossible.	Create unofficial local versions or translate the wordmark.
Keep the project logo visually separate from the EU emblem and partner logos.	Combine the project logo and EU emblem into a single graphic.

Do	Do not
Use accessible alternative text: "W.E.B. in Tech - Women Engagement Boost in Technology".	Use the logo as the only way of conveying essential information.

6.5 EU visibility and funding acknowledgement



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The European emblem and the words "Funded by the European Union" must appear on all communication and dissemination materials, event signage, presentations, web pages and major results. The emblem must remain distinct and separate, must not be modified, and must be at least as prominent and visible as other logos when displayed together. Only official EU artwork should be used in externally published materials.



Mandatory disclaimer

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor the granting authority can be held responsible for them."

6.6 Templates and layout rules

- All deliverables, presentations, press releases, event programmes, attendance materials and social media graphics must use the common template pack.
- Every public document must display the project name/acronym, project number, EU emblem/funding statement, disclaimer and responsible beneficiary.
- Use A4 portrait for reports, 16:9 for presentations, 1080x1080 or 1080x1350 for social posts, and 1920x1080 for video/event screens unless a platform requires another format.
- Charts must include titles, source notes, readable labels and non-colour cues so that information is understandable for colour-blind users.
- Photographs should be authentic, respectful and relevant; avoid imagery that stereotypes motherhood, poverty, unemployment or vulnerability.
- All videos must include captions; key videos should include an accessible transcript. Images must have alternative text in web and digital documents.



Implementation commitment

The partnership adopts this strategy as the common operational framework for WP3. Each beneficiary is responsible for implementing the assigned actions, using the agreed visual identity, providing evidence and contributing to the achievement of the project's dissemination targets.



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