Ref. Ares(2025)1852036 - 08/03/2025

D2
COMMUNICATION AND DISSEMINATION STRATEGIES

1) COMMUNICATION

1.1 Internal communication:

On-time and effective communication among partners is one of the key elements for the success of the project. To ensure effective coordination among the consortium throughout the project lifetime, the partners agree to ensure effective internal communication among them.

In-person meetings:

To assure that, the coordinator will organize at least 2 live meetings:

- the Kick-off meeting in Zagreb, Croatia (08/04/2024);
- partner meeting in Zagreb, Croatia (30/09/2024 and 01/04/2024)

which will be opportunities for the partners to communicate in person and to discuss how to make the project's implementation more successful, to solve possible open questions or problems, and to plan the next steps.

Online meetings:

The partners will have regular online meetings. They are scheduled every two months, but in case of need, they can be organized more often. Organizing online meetings is the task of the coordinator. The partners will have one person in their organization that will be in communication with the coordinator and these persons will participate in all the online meetings.

E-mail, Google Drive

The partners will keep up with the effective and regular communication by e-mail. The coordinator created a mailing list at the beginning of the project. In this way, the partners

can communicate with the coordinator but also among each other. E-mails will be used all the time between the meetings, in order to share different information, documents, or discuss different matters important for the successful implementation of the project.

A Google Drive folder for the project has been created at the beginning of the project's implementation. It will be used as a platform to share different documents and other information for all partners to see, check and comment on them. Using Google Drive will make it much easier for partners to upload reports, texts, results, and other documents they need to deliver to the coordinator. Furthermore, the folder will serve as an archive for the consortium, with all important documents inside.

1.2 External communication:

The project coordinator will communicate with the European Commission when any open questions, problems, or some changes occur. They will submit the reports and send other relevant documents. They will communicate with relevant stakeholders, like hotels, restaurants, working spaces, and so on, when organizing events. They will support partners in organizing events in their countries, and possibly communicate with different stakeholders in their countries.

Partners will communicate with different stakeholders in their countries when they organize the local events. They will be in charge of communication with selected participants selected for their local events.

With the broader public, the consortium will communicate with posts on their web pages and Facebook. It is possible for partners to communicate with the broader public with other social media accounts.

2) DISSEMINATION

2.1 Target groups

The target groups of the project are:

1) Youth. Young people aged 18 to 26 will be involved directly in different working packages:

- WP2, WP3, WP4 - School of Democracy in Croatia, Italy, and Slovenia. Young people will be invited to participate in the events by their professors in the affiliated universities, who directly will present them the event during classes held beforehand. Invitations will also be shared on the social media and web pages of the partner organizations. 3 modules per country, 25 young people per country.

- WP5 - Youth camp. Participants of the School of Democracy in the partner countries will be invited to take part in the international youth camp. During the modules, the professors involved will present the opportunity and invite interested young people. SABA will share an open call and information pack on the event among the participants of the School of Democracies, from the e-mail collected on the participants' lists. 1 youth camp, 25 participants from Croatia, Italy, and Slovenia.
- WP6, WP7, WP8 - Research. Involved young people will include: for Croatia, students of the Faculty of Political Science in Zagreb. Documenta has a mentoring programme with the students, and will directly involve them in the activities for Croatia, they will be reached through the mentoring programme. For Italy, youth involved through the affiliated University of Udine, reached through their professor, in communication with the project coordinator. For Slovenia: youth involved through the affiliated University of Ljubljana, reached through their professor, in communication with the project coordinator. The youth branch of the partner organizations ZZBNOB Slovenia will be also involved in the project. 3 research conducted in the partner countries. At least 25 young people per country.

Youth will be indirectly involved as a target group for the project's results developed in the mentioned working packages, and shared through the social media and web pages of the project partners. Youth will also be the main target group for WP10: social media campaign. The campaign will be shared on the portal of SABA RH and on the web pages of the partner organizations (see D10.1; D10.2).

2) Journalists and media professionals:

- WP1 - Kick off. Journalists will be invited to participate in the kick-off meeting, and contacted through the mailing lists and networks of the partner organizations, and in particular of SABA RH. Journalists will report on the event and follow the project implementation. To be involved: Novosti, VIDA TV, HINA. 1 event.
- WP9 - Round table. Journalists and media professionals will be invited and be the main target group of R9, they will be reached through the mailing list for media and networks of the partner organizations. At the event, journalists will be presented the research methodology and its results (D9.1 and D9.2), to share with the public of their respective countries and to contribute with their expertise to the finalization of the results. To be involved: SLOTV1; Novosti; and at least 1 more media outlet. 1 event.

Journalists and media professionals will be indirectly involved in reporting of the implementation and progress of the project for the general public, and contacted by the project partners.

3) Decision makers:

- WP9 - Round table. Decision makers will be invited to the round table and be contacted through the mailing list and networks of the partner organizations, as well as direct contacts and invitations. Possible decision makers to be involved: members of EU Parliament from each partner country; representatives of national minorities; members of national Parliament and local municipalities. Around 10 decision makers, 1 event

2.2 Project name and number

All documents (both public and restricted), presentation, newsletter, e-newsletter, deliverable, leaflet, sticker, invitation, etc. related to the project must be marked with the assigned project number: 101143703. In that way, we will secure that materials are easily connected with the project and recognizable. Also, having the number, the interested public can easily find more details about the project and its results on CERV platforms or other online platforms.

2.3 European Commission logo and disclaimer

To acknowledge the support received under the CERV Programme, all projects documents and materials must include the visual identity elements prescribed by the Education, Audiovisual and Culture Executive Agency (EACEA) of the European Commission, namely:

- the logo, which may not be changed, not proportionally scaled or distorted

- the disclaimer.

2.4 Partner web-pages

As all the partners have their official web-sites, which are followed by their target groups and other interested public, all the materials produced will be published there as they are developed. This will create greater access for interested people from different countries and, at the same time, in respective languages. That will ensure that the materials are seen and downloaded by the already existing public and partner's network of the consortium.

2.5 Social media platforms

All the project's results will be published on the existing social media platforms of the partners, and in that way, they will be disseminated to their target groups and the broader public. The results will be in a format that is easy to download and user friendly (PDF). The online campaign will be implemented on SABA RH portal (https://sabh.hr/), and other

partners will be free to publish and share posts connected with the project on other social media profiles. The SABA portal is visited by around 18K viewers as for June 2024.

3. TIME-PLAN

Communication activities	**Date**	**Target groups**	**Channels**	**Format**	**Updated timeline**	**Indicators**
Report on kick-off meeting from Croatian media outlets	April 2024	Youth; citizens	Portals of media outlets (Novosti; VIDA TV); Newspaper articles	Articles on online portal and newspaper; video on YouTube	To be checked after implementation of kick-off meeting (April/May 2024)	1 article; 1 video
Recording of School of Democracy in the partner countries	March 2025	Youth; citizens	Portal of SABA RH; social media pages and YouTube channels of the partner organizations, if available	Video recordings	To be checked after each module of School of Democracy	9 videos
Short Videos and written evaluations from the Youth Camp	May 2025	Youth; citizens	Portal of SABA RH; YouTube channels of the partners	Video recordings & short messages from the written evaluations	To be updated/checked after the event (April 2025)	At least 10 short videos; 25 written evaluations
Newspaper articles on the researches conducted by youth in the partner countries	May 2025	Youth; decision makers; citizens	Newspaper and online portals of involved media outlets	Articles on implemented youth researches	To be updated during implementation of research (April 2025)	At least 3 articles
Newspaper	June 2025	Decision	Newspaper	Articles	To be	At least 3

articles and reports on the round-table		makers; journalists; citizens	and online portals of involved media outlets; video recording of the round table	and video recording	checked after the implement ation (June 2025)	articles
Social media campaign	April - July 2025	Youth	At least 10 posts on social media pages of the partner organizatio ns and portal SABA RH	Social media posts, including articles, videos, results…	To be checked during implement ation; at least once a week	At least 10 posts
Dissemination activities	**Date**	**Target groups**	**Channels**	**Format**	**Updated timeline**	**Indicators**
WP1 - D1.1; D1.2; D1.3	April 2024	Partner organizatio ns; citizens; journalists and media professiona ls	Web page of the project on the portal SABA RH	Web articles; reports	To be checked after kick-off meeting	Around 3000 visitors per month on portal SABA RH
WP2 - D2.1; D2.2	March 2025	Youth; citizens	Web page of the project on the portal SABA RH	Web articles; reports	To be checked after implement ation of each module	Around 3000 visitors per month on portal SABA RH
WP3 - D3.1; D3.2	March 2025	Youth; citizens	Web page of the project on the portal SABA RH	Web articles; reports	To be checked after implement ation of each module	Around 3000 visitors per month on portal SABA RH
WP4 - D4.1; D4.2	March 2025	Youth; citizens	Web page of the project on the portal	Web articles; reports	To be checked after implement	Around 3000 visitors per month on

			SABA RH		ation of each module	portal SABA RH
WP5 - D5.1; D5.2	May 2025	Youth	Web page of the project on the portal SABA RH	Web articles; reports	To be checked after implement ation of the main activity of the WP	Around 3000 visitors per month on portal SABA RH
WP6 - D6.1; D6.2; D6.3	May 2025	Youth; citizens	Web page of the project on the portal SABA RH; 1 disseminati on event targeted to young people organized in Zagreb	Web articles; reports; 1 publication	Indicators to be checked in relation to 1 disseminati on event	Around 3000 visitors per month on portal SABA RH; around 100 people at disseminati on event; 500 printed publication
WP7 - D7.1; D7.2; D7.3	May 2025	Youth; citizens	Web page of the project on the portal SABA RH; 1 disseminati on event targeted to young people organized in Udine	Web articles; reports; 1 publication	Indicators to be checked in relation to 1 disseminati on event	Around 3000 visitors per month on portal SABA RH; around 100 people at disseminati on event; 500 printed publication
WP8 - D8.1; D8.2; D8.3	May 2025	Youth; citizens	Web page of the project on the portal SABA RH; 1 disseminati on event targeted to young people organized in Ljubljana	Web articles; reports; 1 publication	Indicators to be checked in relation to 1 disseminati on event	Around 3000 visitors per month on portal SABA RH; around 100 people at disseminati on event; 500 printed publication

WP9 - D9.1: D9.2	June 2025	Decision makers; journalists; citizens	Web page of the project on the portal SABA RH; 1 round table event in Ljubljana	Video recording of the event; 1 publication	Indicators to be checked in relation to 1 round table	Around 3000 visitors per month on portal SABA RH; around 40 people at round table
WP10 - D10.1; D10.2	Until august 2025	Youth	Web page of the project on the portal SABA RH; and on the social media of the partner organizatio ns	Social media posts	To be checked weekly	200.000 reached / 10 to 12 EU countries

See attached Google analytics reports on views for SABA RH portals.

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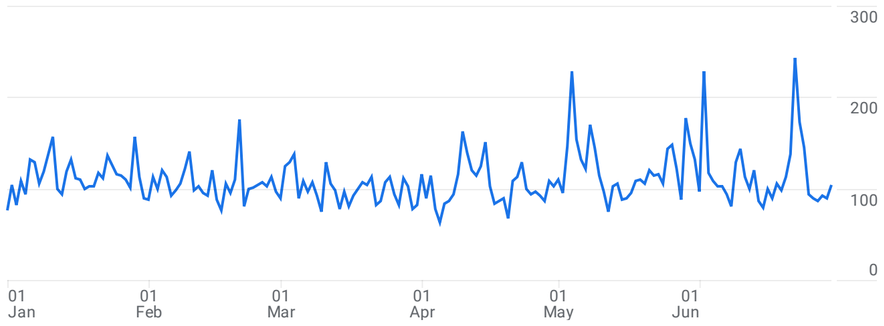
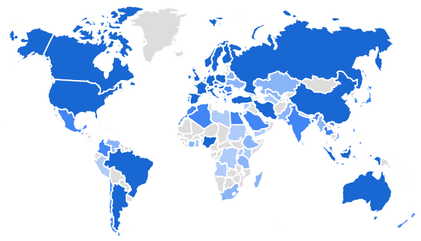
Reports snapshot

Users 18K | New users 18K | Average engagement time 2m 00s | Total rev €0.0



Users by Country

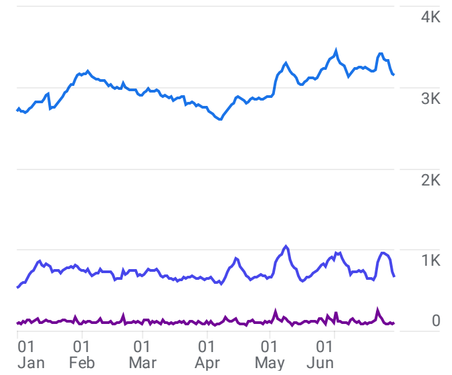


COUNTRY	USERS
Croatia	13K
Bosnia & Herzegov...	980
Serbia	708
Germany	556
United States	484
Slovenia	266
Austria	192

View countries

HOW ARE ACTIVE USERS TRENDING?

User activity over time



30 DAYS 3.1K
7 DAYS 656
1 DAY 104

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

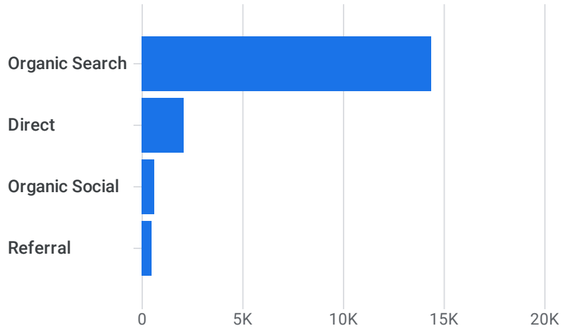
Views by Page title and screen class

PAGE TITLE AND SCREEN ...	VIEWS
Savez antifašističkih boraca ...	3.3K
Novosti - Savez antifašistički...	1.4K
SABA HR - Savez antifašistič...	752
Kontakt - Savez antifašistički...	534
Drug Dujmović - Savez antifa...	395
Jedan od većih misterija s na...	334
TITI O SVOM RANJAVANJU ...	306

View pages and screens

WHERE DO YOUR NEW USERS COME FROM?

New users by First user primary channel group (Default ...



View user acquisition

WHAT ARE YOUR TOP CAMPAIGNS?

Sessions by Session primary ch...

SESSION PRIMARY ...	SESSIONS
Organic Search	18K
Direct	3.3K
Organic Social	785
Referral	363
Unassigned	22

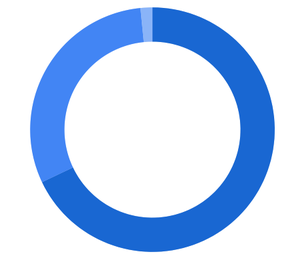
View traffic acquisition

Users by City

CITY	USERS
Zagreb	8.4K
Split	923
Rijeka	868
Belgrade	466
Sarajevo	371
Osijek	334
Boardman	173

View demographic details: country

Users by Device category

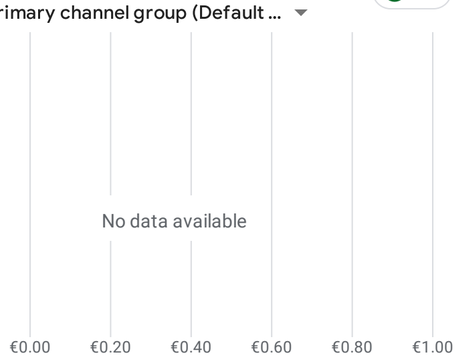


MOBILE 67.9% | DESKTOP 30.5% | TABLET 1.6%

View device categories

WHERE DOES YOUR LTV COME FROM?

LTV by First user primary channel group (Default ...



View user acquisition cohorts

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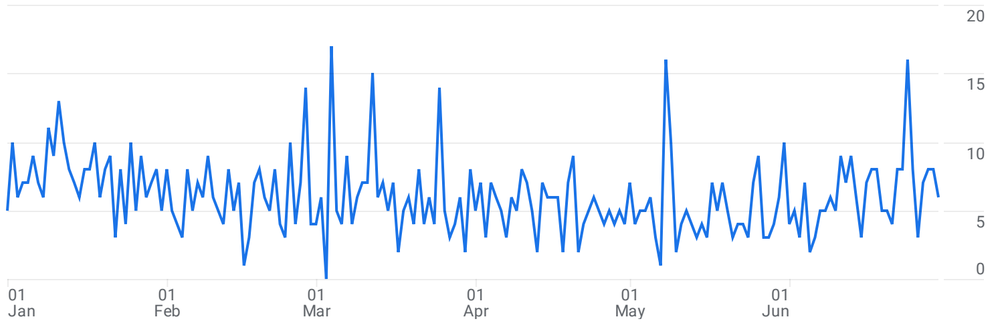
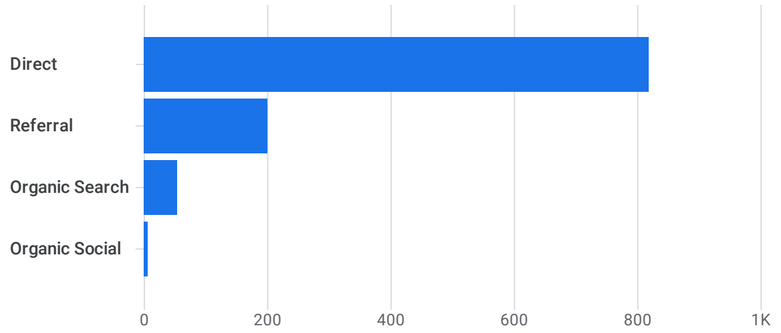
Reports snapshot

Users 1.1K | New users 1.1K | Average engagement time 40s | Total revenue €0.00



WHERE DO YOUR NEW USERS COME FROM?

New users by First user primary channel group (Default Channel Group)



View user acquisition

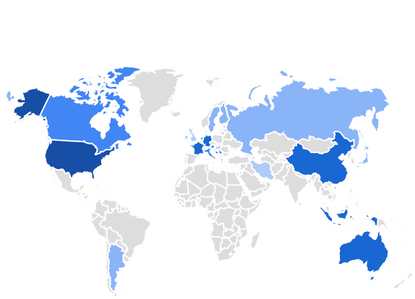
WHAT ARE YOUR TOP CAMPAIGNS?

Sessions by Session primary channel group...

SESSION PRIMARY CHAN...	SESSIONS
Direct	826
Referral	260
Organic Search	65
Organic Social	6

View traffic acquisition

Users by Country

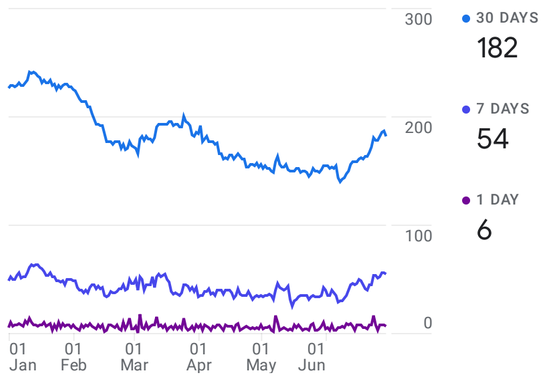


COUNTRY	USERS
United States	732
Croatia	225
Germany	25
France	25
Indonesia	13
Bosnia & Herzegov...	9
China	8

View countries

HOW ARE ACTIVE USERS TRENDING?

User activity over time



30 DAYS 182
7 DAYS 54
1 DAY 6

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN ...	VIEWS
Muzej antifašističke borbe – ...	1.1K
Stalni postav – Muzej antifaš...	99
Žene u antifašističkoj borbi –...	69
O muzeju – Muzej antifašisti...	43
Koncentracijski logori: Jasen...	41
Kontakt – Muzej antifašističk...	31
DOBRODOŠLI NA STRANICU...	12

View pages and screens

WHAT ARE YOUR TOP EVENTS?

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	1.5K
session_start	1.2K
first_visit	1.1K
user_engagement	618
scroll	295
click	128
form_start	6

View events

WHAT ARE YOUR TOP PERFORMING KEY EVENTS?

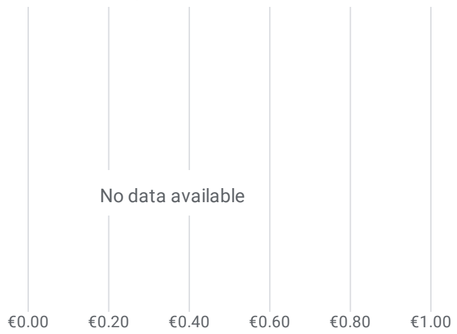
Key events by Event name

EVENT NAME	KEY EVENTS

No data available

WHERE DOES YOUR LTV COME FROM?

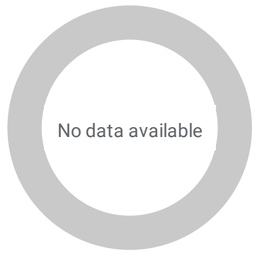
LTV by First user primary channel group (Default ...



View user acquisition cohorts

HOW DOES ACTIVITY ON YOUR PLATFORMS COMPARE?

Key events by Platform



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