netWorked Youth Research for Empowerment in the Digital society

Year 3 Valorisation Plan

WP8_D8.3

H2020-SC6-REV-INEQUAL-2016

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Year 3 Valorisation Plan

WP8_D8.3*

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1	Oxfam Italia	WP8 leader	17/01/2017
1.1	All partners	Reviewers	07/03/2017
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1.3	Oxfam Italia	WP8 leader	10/01/2018
1.4	Oxfam Italia	WP8 leader	28/11/2018

History of Changes			
Version	Date	Section	Description of changes
1.3	10/01/2018	3.1.2	The need to keep the local blogs constantly updated and how and when this should be done has been highlighted, as it was one of the most frequently discussed points during the project meeting in Florence.
		3.1.3.1	
		3.1.4	The frequency of the newsletter has been decreased, from monthly to quarterly.
		4.4	The organization of events credited by schools has been added among the strategies to reach the Target group 1.
		5	The frequency with which the Valorisation Activities Reports are filled in has been increased (from a 6-month basis to a 3-month one).
1.4	28/11/2018	3.1.2	Local blogs have been replaced by the four main sections used by the partners to spread their stories. A new manifesto has been created.
		3.1.3	A description of the WYRED social media has been added.
		3.1.4	The partners indicated as the contact person in the valorisation team have been updated.

			The new narrative as a more efficient way of communication has been added.
			The stakeholders mapping and the stakeholders' database have been added as the basis of an engagement strategy.
			A QR Code and updated contacts page has been added.
			One-minute videos for dissemination have been added.
			Working Group 3 as a new model of collaboration has been added.
			The Online Festival has been updated, together with a description of the showcase workshops and WYRED Association.

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1 Introduction

The overall objective of *valorization activities* defined in the *Valorisation Plan* (from now on **VP**) is to inform the wider community about project principals, objectives and methodology related to the youth participation in building a contemporary and future society and make this community the heir of these processes.

In that sense, the main goal of the WYRED valorization is to inform the community about the environment created by the project that guarantee the safe development of this processes, to promote its further development and exploitation in order to create the youth opinion hub and spread it worldwide.

This **VP** shall represent the support to consortium partners in assuring a maximum of impact not only among the consortium and the participating countries, but also beyond, in a wider European context.

For this purpose, a *valorization team* shall be installed by the consortium, where each partner is represented and which will be leaded by the leader of the work package.

Valorisation team will be composed by following contact person:

P1.   Valentina Zangrando, USAL

P2.   Areta Sobieraj, Oxfam Italia

P3.   Paul Butler, PYE

P4.   Sedef Altas, Zuhal Yilmaz Dogan, DOGA

P5.   Mary O'Reilly, Early Years

P6.   Tamara Gojkovic, YEU

P7.   Sabine Zauchner-Studnicka, MOVES

P8.   Nick Kearney, Boundaries

P9.   Aharon Hauptman, TAU

As we will see more in detail, **VP** implies defining of clear tools for informing appropriately a wider community about WYRED project (García-Peñalvo, 2016, 2017, 2018; García-Peñalvo & Kearney, 2016; Griffiths et al., 2017) results and processes *(dissemination)* and convincing individuals, as well as stakeholders, to start using the results in their operational environment *(exploitation).* Fore being able to do so, we need to focus on defining in a most precise possible way our targets and to construct targeted messages.

The VP will be built upon *Dissemination Plan* (from now on **DP**) and upon *Exploitation Plan* (from now on **EP**).

As per project proposal, the **VP** will be revised annually and evaluated based on valorization reports (from now on **VR**) and on improvement guidelines given in it.

2 Valorisation plan - structure and glossary

Valorisation is the process of disseminating and exploiting the results of projects with a view on optimizing their value, strengthening their impact, transferring them, integrating them in a sustainable way and using them actively in systems and practices at local, regional, national and European level.
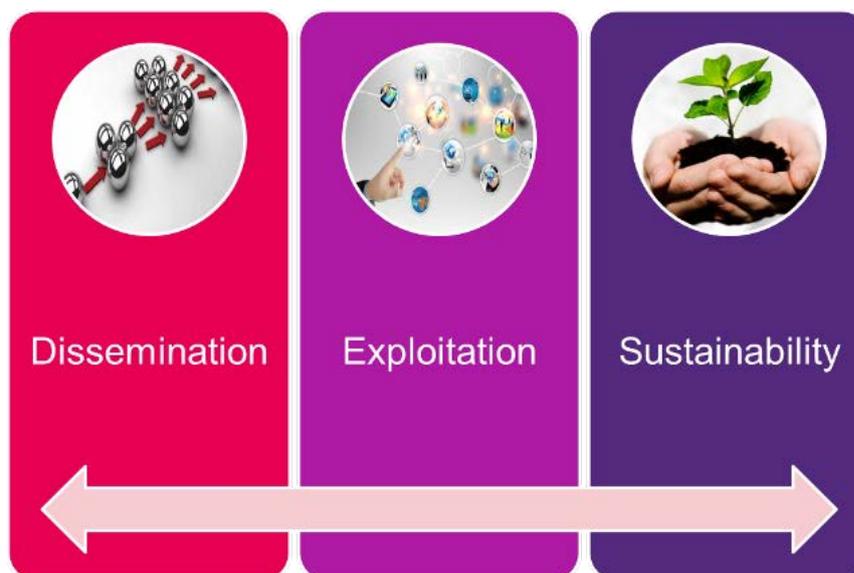
Figure 1 Valorisation key elements

That means that dissemination and exploitation strategies are aimed to guarantee the project results and processes sustainability and to enhance their impact, leverage and replicability potentialities.

Dissemination is a planned process of providing information on the quality, relevance and effectiveness of the results of programs and initiatives to key stakeholders.

Defining DP requires some steps that are compulsory for considering a DP complete. These steps are the following:

a) *Defining tangible and intangible products to be disseminated*
b) *Defining target groups / categories (both on national and international level)*
c) *Combining targeted messages / products to target category*
d) *Defining key measurable quantitative and qualitative indicators*
e) *Defining of most appropriate dissemination tools*
f) *Defining partner roles*
g) *Defining timeframe*

In **evaluating** dissemination activities, we must take into consideration the outreach and the attitude developed by different stakeholders (targets).

Dissemination that can be considered effective is the one that demonstrate the awareness of the target groups about innovative, quality and impact potentialities of the project outcomes and activated processes.

Not always the outcomes can be replicable, but the processes, if successful, shows more flexibility to be adapted in different contexts, and as a such, can bring to different but likewise results in other contexts.

**Exploitation** implies activities of mainstreaming (actual transfer of successful results to appropriate stakeholders and decision-makers) and multiplication (convincing end-users to adopt or apply the results of the projects)

Defining EP requires some steps that are compulsory for considering a EP complete. These steps are the following:

a) *Defining tangible and intangible products to be exploited*
b) *Defining the potential leverage level of the processes and results*
c) *Defining target groups / categories (both on national and international level)*
d) *Matching products and target groups*
e) *Defining key measurable quantitative and qualitative indicators*
f) *Defining partner roles*
g) *Defining timeframe*

The success of the exploitation activities is closely linked to the success of the dissemination. More the dissemination will be effective (in terms of full awareness about relevance of aims, methodologies, outcomes) more it will be easy to exploit the project outcomes and processes. As stated above, it is crucial to communicate the whole project process in order to raise community interest in it, and in the WYRED specific case, it is the process rather than research outcomes that has to be taken into consideration if we want to make young people opinion makers and not idea incubators (research results will be indeed relevant for specific

issues treated, but in the entire context of impact on policies and opinion making processes, the methodologies used may be more relevant).

Sustainability is strongly influenced by the success of the above strategies which are not only its constituent pillars. The sustainability is determined by a sense of ownership, not only the partner's one, but also the beneficiaries one. Their commitment can be paragoned to a relay race in athletics where the relay is delivered but the receiving athlete run in the same direction and he puts his maximum effort for the same cause. For that reason, it is crucial, from the very beginning, to understand on what we want to invest and what kind of return of investment we can expect, in order to choose, in a best way, our dissemination and exploitation targets.

Figure 2: Sustainability key factors

2.1 Dissemination and Exploitation target groups

One of the most important questions while setting a strategy for dissemination and exploitation is to identify stakeholders that can be interested in the project's results. Disseminating a project means formulating messages to identified stakeholders and entering in dialogue with them.

Moreover, it is important to understand that some target groups are to be addressed in different way if they represent also potential exploiters.

For exploitation of the results, it is necessary to ensure that those who are direct beneficiaries of the project must be well informed and own the project outcomes. For that reason, they become first target group and fundament of the further dissemination and exploitation.

Project will be disseminated by all partners at a local, national & EU level. The project will be disseminated also towards staff of the project partners.

In order to better identify dissemination and exploitation strategies, each partner will create a list of contacts who may be interested in the project for their national context, according to the following categories:

T1 Children, Young people, Youth organization and platforms

T2 Educational institutions: children and adult education

T3 Policy and decision makers;

T4 Opinion makers: strategist, experts, scientists and researchers;

One common list of international stakeholders will be created too.

Template for filling stakeholder data base is attached to this VP, see attachment n. *01_Stakeholder contacts database*

2.2 Tangible and Intangible WYRED dissemination products

Below, the general overview of the tangible and intangible products of the WYRED project that are to be disseminated or exploited.

PRODUCTS	SHORT DESCRIPTION
Project handbooks, toolkits and reports	All materials produced that illustrate the project implementation methodologies, the research methodologies, data processing methodologies, toolkits such as *inclusion criteria* and similar, reports on project outcomes such as evaluation report and

	similar, etc. which first pass through dissemination phase so they can be exploited in further stages
Platform	Online platform (García-Holgado & García-Peñalvo, 2018; García-Peñalvo & Durán-Escudero, 2017; García-Peñalvo, García-Holgado, Vázquez-Ingelmo, & Seoane-Pardo, 2018) promoted as a safe environment that guarantee to young people the place to network worldwide, to exchange, to formulate opinion and to create a virtual international youth influencing hub
Manifesto WYRED	Manifesto promoted as a vision and mission of the WYRED network
Artefacts	Artefacts promoted as outcomes of the generative research that express the youth point of view on contemporary and future societal priorities
Evaluation reports and recommendations	Evaluation reports and recommendations promoted as a structured and systematized outcome of the research
WYRED Network	WYRED network promoted as a structured process that enable young people to transform their ideas in influencing opinions able to impact policies
Youth capital and expertise	Promoting WYRED process and network as a system able to enhance youth competences during and after project lifetime
Project events and activities continuous dissemination process	Promoting in a continuous way all project activities and events that maintain constant attention of beneficiaries and other stakeholders on the processes triggered by the project

3 Dissemination Plan

The most important effort must be made at the very beginning in order to make a right choice which can guarantee the balance between the realistic possibility to fulfil the goals, the time consumption and financial means available for the dissemination activities.

Following the tasks identified in the application form in order to meet defined objectives, the WYRED overall dissemination strategy accounts for:

- ▪ ***Raising awareness*** - let potential beneficiaries know what we are doing and make them understand the relevance

- ▪ ***Inform*** - educate the community and make it well informed and aware of the benefits of joining our project or adopting its strategies, methodologies, outcomes etc.

- ▪ ***Engage*** - get input/feedback from the community in order to better meet their needs and identify new potential best practices and

- ▪ ***Optimizing outreach*** by monitoring and assessing impact of dissemination activities and constantly improving it,

- ▪ ***Promote***— our outputs and results.

KEY TANGIBLE AND INTANGIBLE PRODUCTS	KEY MESSAGES / ACTIONS	TARGET	KEY AUDIENCE	INDICATORS	DISSEMINATION TOOLS	TIMEFRAME
Project handbooks, toolkits and reports	**I**nforming and **P**romoting project processes and approaches, methodologies, on inclusion, social dialogue, research, networking, data processing and valorisation	**T1** **T2** **T4**	**E**arly childhood **P**rimary schools **S**econdary schools **F**urther and Higher Education **U**niversities **N**on formal education institutions **Y**outh clubs and associations **N**GO's dealing with youth issues **E**xperts and strategist in different disciplinary area treated in the research phases	**O**nline platform use **W**eb page visits **O**pen and click through rates of emails **W**eb page referrals **N**. of informative materials distributed **R**egistration of informative meetings held **R**egistration of participation to events promoting key actions **N**. of educational materials distributed	**I**nformative meetings and events **P**rinted promotional and communication materials **W**eb-site and social media **N**ewsletter **E**ducational materials	**M.4 – M.36**
Platform	**I**nforming and **P**romoting a WYRED platform as a safe environment for online networking and	**T1** **T2**	**I**ntermediary formal education institutions	**E**ffective use of the platform **N**. of informative materials about platform distributed	**I**nformative meetings and events **P**rinted promotional and communication materials	**M.6-19 – M.36**

	exchange among young people making evident the added value of the platform compared to other social media		**N**on formal education institutions **Y**outh clubs and associations **N**GO's dealing with youth issues	**N**. of educational materials distributed	**W**eb-site and social media **N**ewsletter	
Manifesto	**I**nforming and **P**romoting the WYRED spirit and principals, necessary to make understand young people the rights WYRED promotes **I**nforming and **P**romoting these principals among opinionist and strategists so they can start considering the youth perspectives from early phases of the policy making processes	**T2** **T3** **T4**	**A**cademic environment dedicated to research on youth issues **E**xperts and strategist in different disciplinary area treated in the research phases	**W**eb page visits **N**. of informative materials distributed **R**egistration of informative meetings held **N**. of young people that participate and undersign the Manifesto	**I**nformative meetings and events **P**rinted promotional and communication materials **W**eb-site and social media **N**ewsletter Media	**M.3 – M.36**
Artefacts	**I**nforming and **P**romoting		**A**cademic		**I**nformative meetings and	**M.16-19**

-	the use of artefacts for research purposes **I**nforming and **P**romoting the use of artefacts for defining youth policies in opinion and policy making processes	**T3** **T4**	environment dedicated to research on youth issues **E**xperts and strategist in different disciplinary area treated in the research phases	**R**egistration of informative meetings held **E**vidences on consulting artefacts for research and policy purposes on platform (still to be better define the way in which the use of artefacts will be regulated) **S**tatistic of online repositories for research outcomes **D**ata on festivals participations	events **P**rinted promotional and communication materials **W**eb-site and social media **N**ewsletter **P**ress releases **O**nline repositories for research outcomes	M. 33-36
Evaluation reports and recommendations	**I**nforming and **P**romoting recommendations produced in elaboration and interpretation phase for opinion and policy making process purposes	**T1** **T2** **T3** **T4**	**A**cademic environment dedicated to research on youth issues **E**xperts and strategist in different disciplinary area treated in the research phases	**N°** of publications referring to WYRED findings and recommendations. **N°** of legislative procedures influenced by WYRED recommendations	**M**edia **P**rinted promotional and communication materials **W**eb-site and social media **N**ewsletter **P**ress releases	M.18-23 M.35-36

					Online repositories for research outcomes **I**nformative meetings and events	
WYRED Network	**P**romoting the WYRED network as a structured process and tool for young people through which transform their ideas in influencing opinions able to impact policies	**T1** **T2** **T3** **T4**	**P**roject beneficiaries **P**roject partners **A**ssociate partners **Y**outh clubs and associations **N**GO's dealing with youth issues **D**ecision makers **O**pinion makers	**N**umber and quality of interactions among beneficiaries and associate partners **N**. of members of the WYRED Association	**W**ebsite and social media **O**nline platform **N**ewsletter **P**romotional and communication materials **M**edia **M**eetings and events **A**ssociation as a tool of network promotion	**M.3 – M.36**
Youth capital and expertise	**P**romoting WYRED process and network as a system able to enhance youth competences during and after project lifetime	**T1** **T2**	**Y**outh organizations **NGO's** dealing with youth issues **E**ducational systems	**Q**uality of findings produces in 1st and 2nd research cycle **L**evel of participation and engagement into project trainings	**M**edia **W**eb and social media **O**nline platform	**M.16 – M.36**

			Labour market	**N.** of peer to peer training sessions organized in the framework of the project on project issues and methodologies **D**ifferences between baseline and endline surveys in terms of attitude, knowledge and skills		
Project events and activities continuous dissemination process	**P**romoting in a continuous way all project activities and events that maintain constant attention of beneficiaries and other stakeholders on the processes triggered by the project	**T1** **T2** **T3** **T4**	**P**roject beneficiaries **P**roject partners **A**ssociate partners **E**ducational and research Institutions **Y**outh clubs and associations **N**GO's dealing with youth issues **D**ecision makers **O**pinion and policy	**N.** of web page hits **W**ebpage referrals **N**. of informative materials distributed **S**ocial media statistics and analysis **P**ress releases and press reviews	**W**eb page and social media **N**ewsletters	**M.3 – M.36**

		makers			

3.1 Distribution channels and tools

All dissemination activities will be supported by a set of tools and materials consisting of the following: *visual identity, project website, social media, promotion and communication materials*

Beside the communication process on international level, as far as each partner of the consortium will communicate in its country contexts, it is useful to refer to EU Commission guidelines on communication available on webpage http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm .

"The EU guide to communication" composed by several short videos about science communication in general, and specific tips on how to get the media on board can be find on the above page.

3.1.1 WYRED Visual Identity

The WYRED logo and slogan competition will be realized within WP4 at the beginning of the project. All partners will provide feedback on the logo, and the partnership will decide on the final, official project logo to be used. The logo will represent the youth participatory culture. The WYRED logo will promote recognition of the project identity throughout its life-time. The logo will be included in all communication, external and internal.

In order to maintain a sort of consistency in terms of image, a set of communication templates will be developed for both internal and external communication during the project. All communication templates include the project logo, the project number, the Horizon 2020 logo, and the relevant disclaimer. The following templates are available:

- ✓ WYRED Template for deliverables

- ✓ WYRED word and excel Template

- ✓ WYRED Template for presentations

- ✓ WYRED Template for newsletters and other promotional materials

Whole visual identity of WYRED is enclosed to this VP, *att. 05 WYRED Visual Identity*

3.1.2 WYRED Project Website

The WYRED public website has been developed by USAL starting from M3 of the project.

For detailed information about website architecture please refer directly to the:

https://wyredproject.eu/.
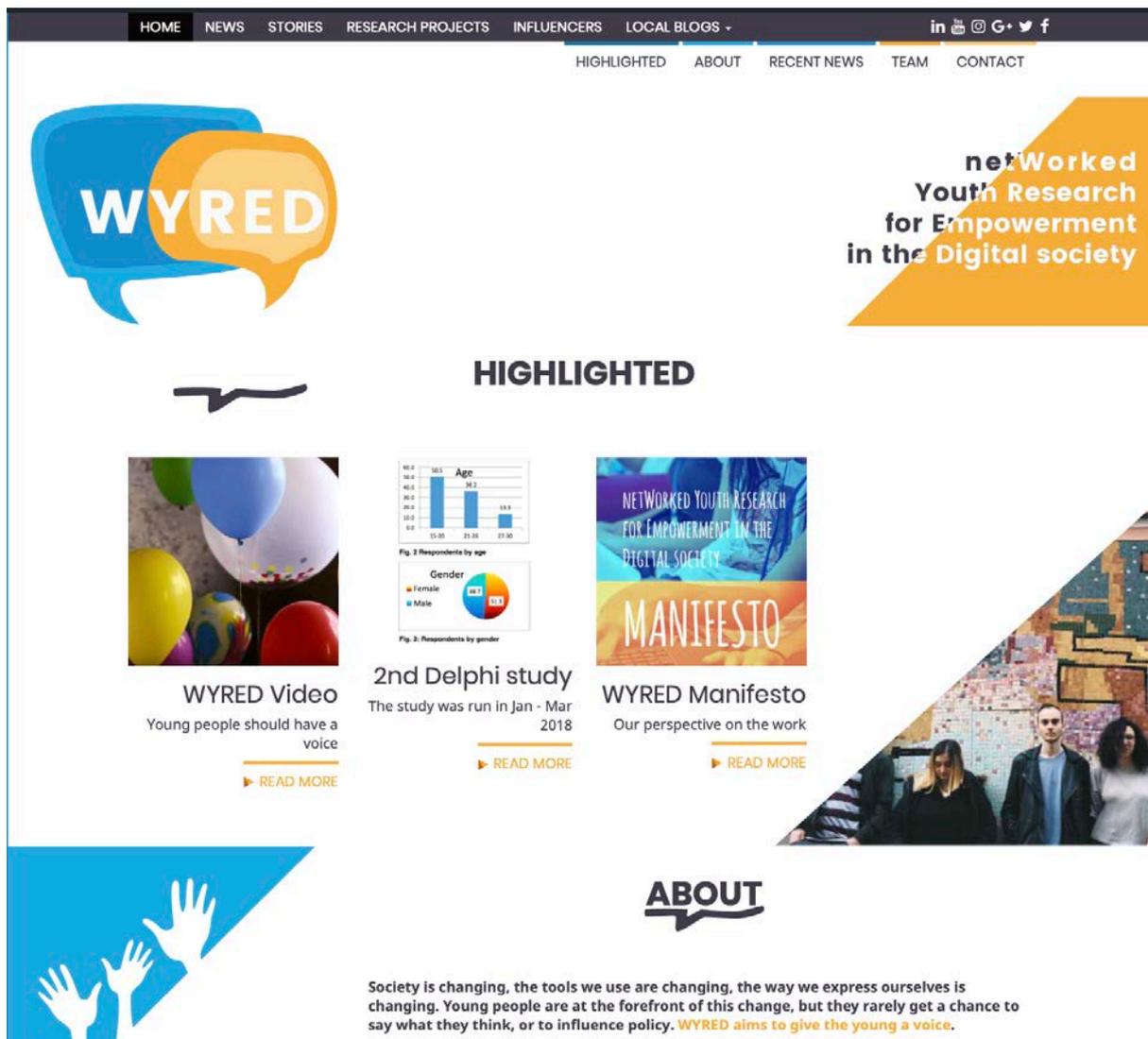
WYRED project Homepage

In the main page of the website the users find all the information about the project.

The WYRED website has now four main sections (News, Stories, Research Projects and Influencers) where all the partners can share their own contributions on the activities they are carrying out, selecting the most suitable section, or in the case of the Influencers section, stakeholders (who influence) can visit to have more information which is relevant to them. All the contributions shared by the partners are translated in English in order to make them understandable by a broader audience.

Category: influencers

Young People and The Wyred Project: Sarah

29/10/2018 oxfam
influencers, research projects, stories Edit

What do young people think about college radios? Is their opinion taken into consideration when institutions distribute fundings? Sarah, a...

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Young People and The Wyred Project: Lorenzo

23/10/2018 oxfam
influencers, research projects, stories Edit

Lorenzo, a student from Roma Tre University explains the results of his survey conducted through the Wyred project. The topic,...

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The Wyred Project and the voice of young people: Simona

25/08/2018 oxfam
influencers, research projects, stories Edit

Is the way cyberbullying is tackled in schools effective and up to date, according to students? Through the Wyred project,...

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The Wyred Project and the voice of young people: Noemi

21/08/2018 oxfam
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What does the audience actually know about critical situations described by the media? Noemi, a student from Rome Tre University, brings...

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The Wyred Project and the voice of young people: Maria Chiara

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influencers, news, stories Edit

Does it exist a social media awareness amongst digital natives? Do they actually know where their data are going to...

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The Wyred Project and the voice of young people: Elisabetta

08/08/2018 oxfam
influencers, news, stories Edit

Thanks to the Wyred project, Elisabetta from Rome Tre University had the chance to carry out a research on youth...

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Category: research projects

Why do people hack?

27/11/2018 maryor
research projects Edit

Children in Northern Ireland were thinking of a number of questions to do with HACKING – Who, what, where, how and why? They decided to research some famous hackers to find out the answers to some of their questions. Then they composed and performed a ...

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Fake News – true of false?

27/11/2018 maryor
research projects Edit

Children in Northern Ireland wanted to find out how do people know if Fake News is true or false. They collected samples of Fake News to design a survey to test out people's responses. They collected responses from 230 people and the results were analy...

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27/11/2018 Anat
research projects Edit

The Students of the Tel Aviv Youth University – a project which enables periphery high-school students to take academic courses on the university – have explored the future society. Representing the young generation perspective, they pointed out dilemm...

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Cyberbullying – NI Perspective

26/11/2018 maryor
research projects Edit

Children in Northern Ireland wanted to find out why people Cyberbully, If Cyberbullying makes the bully feel good and why they think it is okay to do this. The children developed a questionnaire to circulate to their friends to gather knowledge and und...

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THE GREEN CAMPUS

26/11/2018 Anat
research projects Edit

Using the futures wheel's results, the students argued that sustainability is an important goal, and youngsters, leaders and stakeholders should be convinced about the need to promote it.

The Students of the Tel Aviv Youth University – a project wh...

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#Equals

26/11/2018 Anat
research projects Edit

The Students of the Tel Aviv Youth University – a project which enables periphery high-school

Peaceful coexistence between different religions – Download the mobile app

The children of the refugees

25/11/2018 Anat
research projects Edit

The data collecting tool the consortium agreed on to share WYRED activity coming directly from Children and Yound People, is called "SMART scheduling" . It was drafted at the beginning of the project 2nd year to maximum valorization effectiveness and reach with maximum efficiency as regards time and effort. The data collected are "WYRED stories". A story is a narrative description, a video, a picture, an example of what has been done by Children and Young People (activity or discussions across different WYRED groups) or what Children and Young People have got out of WYRED.

Two partners each week have the responsibility to generate stories in rough (from their groups, from platform discussions or other sources) that Oxfam then tidy up and make into blog posts using a template so it has a similar look and feel. This implies each partner having to do this once a month.

Partner name:	e.g Early Years
C&YP activity:	eg. discussion about hacking
Who?	eg. Spring Class, Summer School, Belfast
Age?	e.g 6-7 yr olds
What's the story?	e.g brief intro or description of C&YP's activity. (500 words minimum and 1500 max)
Evidence	(insert video, photo, screenshot, newspaper article, whatever)
Any other relevant info	

Template

A Manifesto has been produced with a new design in order to make it more attractive for the target groups:
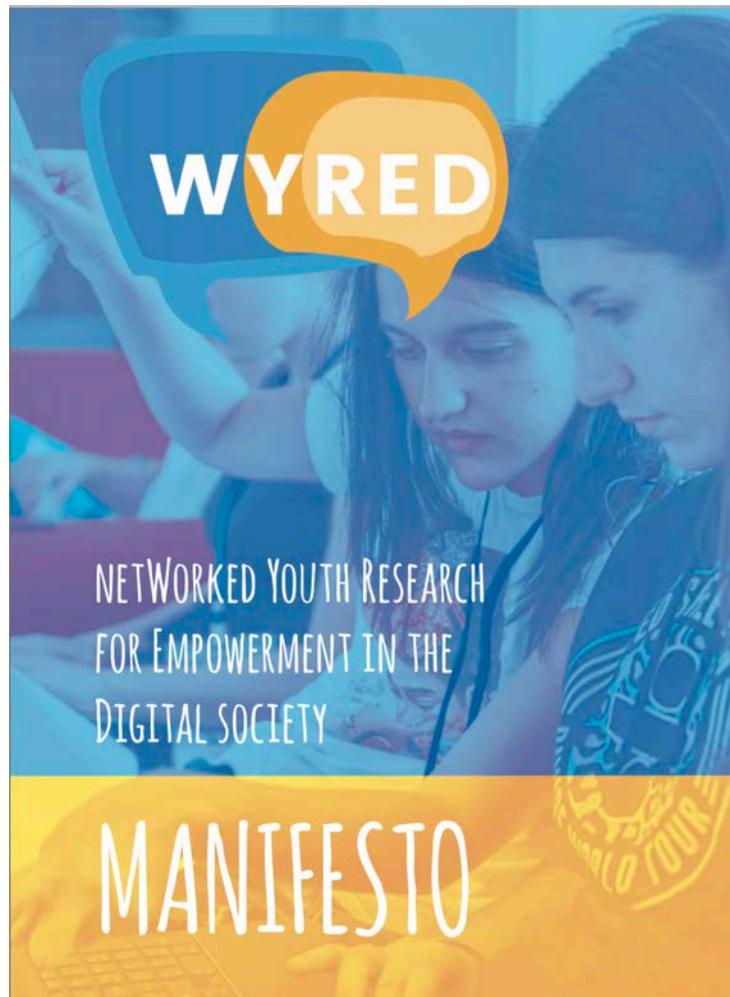
The website will be linked to a **Google Analytics** account. Google Analytics is one of the most powerful tools out there for monitoring and analyzing traffic on the website. It gives many information about who is visiting the site, what people are looking for, and how they are getting to the website. In particular, these kinds of data are important to monitor dissemination results. There are important information coming from the analytics which is useful to monitor and evaluate the results of the dissemination efforts, such as:

- Where our visitors are coming from – very important if we are targeting a specific audience.

- How our visitors found your website – this is very important for determining which of our efforts are paying off. It shows if visitors found our site directly, through a referral from social pages (ex: Twitter, Facebook), or from search engines.

- What keywords were used by visitors in the search engines to get to our website – this is very crucial for SEO. Knowing which keywords people are searching for to get to our site determines if we are on the right track, considering that the WYRED website will be indexed with the use of a particular keyword (SEO).

News about the project activity and events will be published in the "news" section of the website in English and in the national blogs in all partners' languages. They will be shared in WYRED social media.

Articles criteria for dissemination

When posting an article on national blogs in the website, think about translating it in English and posting it through USAL on the main, common blog, in case:

- It is a good practice that partners and general audience might benefit from
- It can influence policy makers at different levels
- It rewards young people efforts implementing project's activities

3.1.3 WYRED Social Media

The social media activity is one of the most powerful tools to disseminate, give visibility and reach a large number of our target audiences.

WYRED uses four different social media. In order to maximize the spread of the stories, two of them work simultaneously: when a story is published on the WYRED Platform, it reaches at the same time both the Facebook and the Twitter accounts. YouTube works separately and specifically as it disseminates video materials. The Instagram account acts in a complementary way by spreading more immediate contents through a more direct way of communication. Instagram has become the most used social media for disseminating WYRED in the WYRED Project's 2nd Year and this trend continues.

WYRED social media strategy aims to:

- ✓ Customer Interaction: having WYRED project on social media through a fan page or a project profile is a great way to learn more about the users. Through comments or posts, we get to have direct feedback and conversations with our target audience.

- ✓ Give a personal touch to project's communication: Being well connected is important for the project. We need to be able to communicate with people and grow our contacts. The best possible way to do that is through direct involvement. Social channels allow us to give the project an image.

- ✓ Develop a loyal fan base: Social Channel allows us to develop our own community. The important thing is to post links and content that is both relevant and useful. In order to reach more users as possible, the posts about WYRED project will be also shared in groups connected to the field of the project relevant topics and active citizenship.

- ✓ SEO: Search Engine Optimization is a key aspect for anyone who wants to build a significant presence on the web. Having a Facebook page for the WYRED project can help us in our SEO efforts as well. All the links and posts on the page are indexed by search engines. So having a page flowing with continuous relevant content will definitely give a jump in search engine rankings.

Considering the numerous and different social networks available, several elements should be taken into consideration when choosing the social media for the project purposes. We need to take in account that different social networks can be addressed to different target groups. Moreover, it is important to make the distinction between targeting those who are the target of the action (beneficiaries - youth) and targeting other stakeholders for dissemination as potential exploiters. The partners agreed on the use of some socials evaluating the possible target groups and pro and cons of each of them. Not less relevant was making balanced choice between time and other resources investments and the real possibility to achieve the results.

Posts on social media follow these topics:

✓ News on WYRED project activities (firstly inserting them in the news section of WYRED website).

✓ Images, graphs or info-graphics that could be of interest to WYRED beneficiaries, or dissemination target.

✓ Tips, best practices, suggestions.

✓ Videos, motivational videos or interviews about success stories and good practices in the field of WYRED research.

Each post should include the same hashtag that will be our brand recognition. OXFAM will launch an online poll where all partners will choose between two hashtags: (i.e. **#WYRED**, that represents the acronym of the project itself or **#YouthResearchNetWork**, that summarizes the ultimate goal of the project etc...). News about the project could be also disseminated/shared through the regular partners' accounts in these social media when possible.

Moreover, it is necessary to follow indication given by European Commission that invites the consortium to follow the official Twitter account for the Horizon 2020 programme **@EU_H2020** and to become part of the community of projects on social media, where it is possible to notice the use of a new hashtag **#ResearchImpactEU**. *Please use this new hashtag and tag us **@EU_H2020** whenever you are announcing 'breaking news' which clearly shows the real impact of your EU funded research (e.g. TV/radio/newspaper features). Also, if you manage the Horizon 2020 Twitter account for your project we would like you to introduce your project to us via twitter and tag us @EUJH2020. We can then add you to our new Twitter list - helping us to stay informed about your activities* (http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm).

WYRED Social Media accounts:

Facebook: https://www.facebook.com/wyredeuproject/

Instagram: https://www.instagram.com/wyredeuproject/

Youtube: https://www.youtube.com/channel/UCYUj-1xXd9332sVFhh3DFJg

Twitter: https://twitter.com/wyredeuproject

3.1.3.1 Online Dissemination Strategy

Dissemination scheme WYRED project

Subscribers to the newsletter
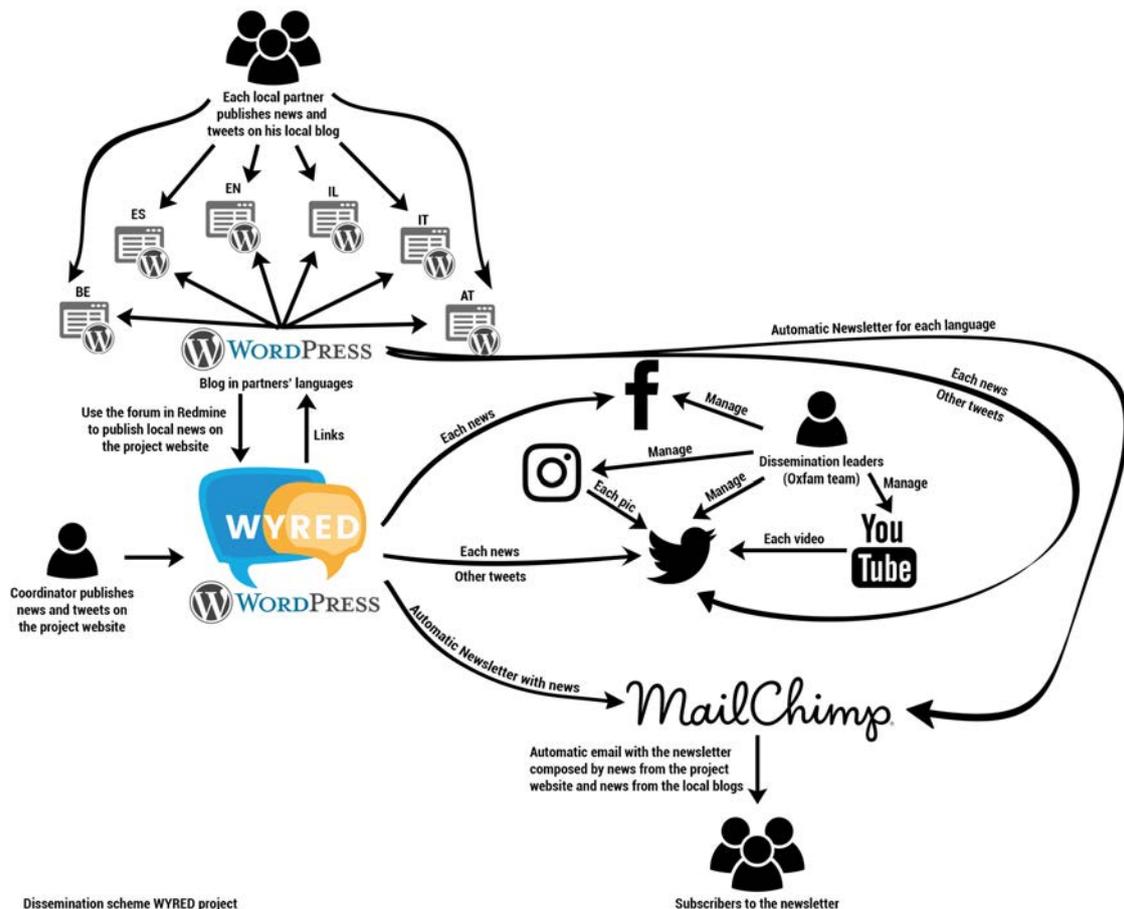
Online Dissemination Strategy

- The coordinator will manage the news of the WYRED website.

- Each partner will have access to the project website (local blog) to publish news or edit his/her own news.

- The Oxfam team, as dissemination leader, will have access as editor in order to publish but also to review and modify the news already published.

- The news of the WYRED website will be automatically published into the WYRED Facebook and Twitter profiles.

- Partners will post to the Twitter account directly from the project website (local blogs), so they will not need to manage the Twitter account, remaining all their activity centralized through the WordPress account.

- The person responsible for valorisation in each team will choose the posts among the news published in the local that will be published in the newsletter. To do this, she/he will assign the category "Newsletter" to the news selected in the WordPress.

- Every four months, or when otherwise decided by the project partners, Mailchimp will be in charge of sending the newsletter formed by the news in the category "Newsletter" to the subscribers. We are going to have an unique subscription list with the contact list that each team have identified in the contact valorization database and updated in the Stakeholder Mapping document. There will be also the option to subscribe to the newsletter in the blogs.

- For publishing news on social media "manually", the coordination system will be guaranteed by Oxfam and will be supported by the University of Salamanca. Partners shall send OXFAM ITALIA, ARETA SOBIERAJ, the news due to be published on different social media. Below some guidelines for elaborating data to be sent to Oxfam:

In order to maintain a common style of social media posts, here some criteria to follow:

- **Length:** bearing in mind language specificities, an average article should be more than 30 lines (one page).
- **Images:** please always include at least 2 pictures of good quality, quote the author and make sure you have the permission to use them.
- **Useful links:** in case you mention any references or for further reading.

Publication of some types of news will be synchronised with the main blog.

Social media	Possible target group	Pros	cons
Facebook page or group	young people stakeholders	Profile - is optimized for individual people to connect and interact with friends and followers - can have an unlimited number of followers - can send unlimited private messages to "friends" Pages - Pages have a lot more commercial functionality than Profiles - are optimized for artists, businesses and brands to showcase their work and interact with fans - can have an unlimited number of fans - can be checked in to (if a local business) -- alerting friends of the person checking in that they're at your business - can run hyper-targeted ads to get traffic, emails, Likes, etc. - can schedule future posts - can access a huge array of stats on posts, fans and fan demographics, etc. Group - can give more opportunities to the users in terms of participation and information sharing	Profile - Facebook explicitly states Profiles are not to be used "primarily" for commercial purposes - can have a max of 5000 friends - can be tagged (by friends) but not checked in to - can only "boost" a post for $6.99 -- and that's it (no targeting) - cannot schedule future posts - do not have access to stats on posts, friends and friend demographics, etc. Page - can send private messages to fans -- but only after the fan has sent the first message - unilateral communication Group - A Facebook group could be a potential clone of the WYRED platform and can be a distraction from it - requires more effort in terms of management and contents control
Twitter	professionals	- Because the length of a tweet on Twitter is limited, it doesn't take much effort to provide a specific message to your followers. It takes a lot of time and effort into the content of website, but it really only takes a couple of minutes to craft a tweet at most. In doing so, it is possible to connect followers to website or distribute brand images	- Twitter only permits 140 characters and the contents could be neglected. - The time involved may not be worth the actual cost for some project. It takes a lot of time to develop a community and engage with it. Many of the profiles have full-time workers manning their Twitter account to make sure

		with ease and keep your business at the top of the minds of your followers. ● It is possible to craft and schedule tweets. This means save time without lose the marketing momentum established. ● It is easy to extend the reach of the project by tweeting and retweeting posts. This process makes it simple to expand the reach of a brand because each retweet acts as its own ambassador.	people receive a response in a reasonable amount of time. If we are trying to do this all on our own, the experience can become overwhelming very quickly. ● User growth is stalling, compared to other social networks ● twitter has implemented an algorithmic timeline. In this way the tweet of new and small profile could be neglected ● Novice users don't stick around
LinkedIn	professionals	● Steady, reliable performer for professionals ● Place to go for thought leadership ● Analytics are becoming stronger	● According to the web, only ¼ of the LinkedIn users are active ● Often need multiple times for contents to be seen ● requires a large time commitment
YouTube		● The real benefit of starting a YouTube channel comes from how the videos can be shared. You can allow others to embed your video onto their website for additional views and exposure.	
Instagram	Teenagers and young people	● Visually pleasing network offers engagement opportunity ● most of Facebook's top advertiser are also active on Instagram ● It is a go-to option for teenagers ● Instagram has been growing faster than any other social platform	● As long as the social network is based on images, it is not possible to share contents

3.1.4 WYRED Promotional and Communication materials

✓ *Newsletters and Press Releases*

Newsletters can serve a number of purposes. They can create or increase awareness, provide basic information, or create a sense of stability and commitment for a project. But the most relevant aspect of the newsletter is that it reaches audiences the project aims reaching. The proposal states that the newsletter will be produced quarterly but as long as WYRED wants to diversify the tools used for the dissemination, including a massive action on the social media and the public website, the new division of the work and the deadlines concerning this output could be a yearly press release (1 per year) and a quarterly newsletter starting from month 8. The news will be collected and generated through the website, taking information and news from local and general blogs. Structure and timing of the newsletters could change according to the project needs.

Regarding the newsletter contents, a new narrative has been produced by the whole consortium to be sent out to stakeholders in order to have a major and clearer impact on them. In the new narrative the aims of WYRED project and the reasons why stakeholders should join the project have been highlighted. Furthermore a clear explanation of WYRED Project's meaning, story and reason to exist has been added. This document has been sent as a Newsletter to a wide group of international, nationals and locals stakeholders.

As regards the recipients of the Newsletter, all the partners contributed to a live stakeholder mapping document, called Key Relevant Actors https://docs.google.com/document/d/1M-zNW_bo-61YXfMetrEeZxjW3ZUTbwkL_PrOgGU93NI/edit#heading=h.d5eysqz25o4h that brings together relevant actors on issues related to digital society, children and youth voices, at both national and international levels, in order to find new opportunities to undertake joint actions, exploit synergies and better improve our work. The stakeholder mapping document is the a base of WYRED's stakeholder engagement strategy and will, in addition, list a (non-exhaustive) number of possible channels of dissemination of the objectives of the WYRED Project. Last of all, it is a fundamental starting point for all consortium members when starting up the WYRED Association, which aims to have 50 members by the end of the Project. Members will be both Children and Young People and Decision Makers (influencers, researchers, etc). It is possible to view an updated version of the WYRED Association Business Plan in the attachment *n.08 WYRED Association Business Plan.*

The stakeholders database contains all the stakeholders of the abovementioned list. It is an excel document that all the partners can fill with their own contacts, together with the contacts contained in the list.

Stakeholders are divided into target groups (T1= Children, young people and youth organizations and platforms T2=Educational Institutions T3=Policy and Decision makers T4=Opinion makers) and for each stakeholder has been identified a personal contact and the language they prefer for any possible contact.

✓ *QR Code*

A QR Code has been created to be able to disseminate WYRED more easily, especially in contexts where it's not possible to visit the platform or website (eg. during a conference, talking with a new stakeholder.

The QR Code directs a person (target group/stakeholder) to an updated contacts page on the WYRED website where it's possible to gain or ask for more information regarding WYRED.

✓ *One minute videos*

Based on a series of videos which were produced by Oxfam Italia for its Showcase Workshop in M17, the consortium partners agreed to replicate this one minute video model for each country. Each partner will therefore aim to prepare a one minute video, following a template shared by Oxfam Italia, in the project's 3rd Year. The aim of the video is to involve Children and Young People directly, giving them the opportunity to share their questions, recommendations, reflections regarding their involvement in WYRED. The videos will be particularly relevant to influencers (policy makers, decision makers, etc) and will be disseminated to them as well as to others through various channels, including WYRED's social media. They will also be viewable on the WYRED's website's new Influencer section. An example video: https://wyredproject.eu/2018/10/23/you-people-and-the-wyred-project-lorenzo/

3.1.1 Events

A key strand of dissemination activity is WYRED's participation in events, which is targeted at the general public. Throughout the project, the consortium will participate in events organized in the different partner countries or internationally. Given the wide social relevance of the work involved in the project, a conventional academic conference would not have an appropriate wide reach. For this reason, WYRED aims to participate in existing events. The principal strategy is to partner with other youth events, rather than competing, and focus on engaging through the online component especially. These events provide an appropriate forum which allows WYRED's activity to extend its reach considerably. Furthermore, all the partners will identify some local events, conferences, seminars, meetings and workshops in which the WYRED project will be presented and disseminated. Showcase workshops will also be organized in each partner country, as described below in 4.6 and will be integral to valorizing and/or disseminating WYRED.

The initial data base of the events was created during the first year of the project and has been constantly updated during the project lifetime.

The template for the database of the relevant events per country is the attachment n. *02_Events_Data base*

Overview of Tools, Purpose, Target groups and Partners role

Means of communication	Main target groups	Purpose	Role of partners
INTERNAL			
Project Website and Platform	Project partners, children and young people	Presentation of the project, Exchange information and methodology, collaborate	Project partners to use the intranet and provide relevant information, collect the artefacts produced
EXTERNAL			
Project Website **Public area**	Project partners, European Commission, general users and people interested in the project	Create consistent and high quality access to WYRED's own results and related developments	Project partners to provide relevant information and documentation to enrich the project website and to be shared by all
Partners' institutional websites	General users	Promote WYRED project	Partners to link to the WYRED website
Leaflet **Brochure** **Press release**	All potential beneficiaries	Raise awareness and inform about WYRED project, encourage people to participate in WYRED project and exploit the results	Inform about the project on national and international level
Social media	General followers and users, people interested in WYRED project	Raise awareness and inform about WYRED project, encourage people to participate in WYRED project and exploit the results	Inform about the project on national and international level
Newsletter	All the contacts in the target lists, contacts in the database of the partners	Raise awareness and inform about WYRED project, encourage people to participate in WYRED project and exploit the results	Inform about the project on national and international level

4 Exploitation Plan

The main goal of the WYRED project is to allow youth's voices to be heard and to support young people becoming opinion makers. Therefore, a clear exploitation plan is fundamental in order to agree among partners how to mainstream youth perspective on social issues and multiply their proposals / calls to action.

Following the dissemination plan, the exploitation plan foresees a set of activities of mainstreaming (actual transfer of successful results to appropriate stakeholders and decision-makers) and multiplication (convincing end-users to adopt or apply the results of the projects).

Defining EP requires some steps that are compulsory for considering a complete EP. These steps are the following:

a) *Defining tangible and intangible products to be exploited*
b) *Defining the potential leverage level of the processes and results*
c) *Defining target groups / categories (both on national and international level)*
d) *Matching products and target groups*
e) *Defining key measurable quantitative and qualitative indicators*
f) *Defining partner roles*
g) *Defining timeframe*

The success of the exploitation activities is closely linked to the success of the dissemination. The more the dissemination will be effective (in terms of full awareness about the relevance of its aims, methodologies, outcomes) the more it will be easy to exploit the project outcomes and processes.

As stated above, it is crucial to communicate the whole project process in order to raise community interest in it. It is the process rather than research outcomes that has to be taken into consideration if we want to make young people opinion makers and not idea incubators (research results will be indeed relevant for specific issues treated, but in the entire context of impact on policies and opinion making processes, the methodologies used may be more relevant).

4.1 Objectives

The *first objective* of this Exploitation Plan is to identify the targets of our mainstreaming and multiplication efforts. At the same time, it is important to build into the Plan the possibility for modifying our target groups should our exploitation efforts require it.

The targets of our mainstreaming and multiplication efforts shall be differentiated according to activities that fall within the lifetime of the project and those that are intended to flourish after the project, such as through the WYRED Association. While this may not alter the identity of the target groups, the phase of the project/ post-project is likely to affect the priority with which WYRED engages with different targets.

The *second objective* of this Plan is to detail the means by which we are to reach our target groups, including a timetable of the concrete steps, strategy and sharing and/or identifying responsibility within the consortium for each separate goal. This necessarily involves a needs assessment of each group and a mechanism for monitoring and evaluating the extent to which we are succeeding in reaching the identified group.

The *third objective* is to lay-out strategies for ensuring the goals of the project continue to be realized after the lifetime of the project. In effect, this entails that the consortium secure sufficient funding to be able to launch WYRED association.

4.2 The potential leverage level of the processes and results

4.2.1 Methods

✓ ***Managerial lessons and know-how:*** all partners but particularly the co-ordinating partner will learn a number of techniques for successfully managing a transnational consortium.

✓ ***Project participants gain topic knowledge***: individual participants in the project will increase their knowledge about youth issues from a European perspective coming from action-research experiences undertaken by young people that will allow them to position

themselves towards policy makers and act as influencers.

✓ ***Project participants gain research training knowledge***: individual participants, both young people and project's staff, will increase their knowledge about methodologies to involve young people in research activities, team management, online participation, advocacy processes towards decision makers.

4.2.2 Experiences

✓ ***Experience of the management and co-operation of a transnational partnership:*** staff across the consortium partners benefit from the experience gained by participating in a transnational consortium.
✓ ***Experience of individual researchers within the consortium***: individual researchers gain valuable experience from participation in online consultations, and from co-training and co-supervision across borders, cultures and languages.

4.2.3 Policy Lessons

✓ ***Knowledge-based development policy-making:*** WYRED aims to contribute in two ways to improving European policy-making in the youth field: firstly, by making visible the merits of a knowledge-based approach to youth issues and policies; and secondly, via the research produced as a consequence of the project and its focus on inter-disciplinary methodology and locally-defined needs.

4.2.4 European Co-Operation

✓ ***New European Partnerships:*** the WYRED consortium creates a new partnership between European partners, as well as extending and deepening other partnerships that pre-existed to this co-operation.
✓ ***New co-operation between European partners and non-EU institutions***: both internally to the consortium and as part of the associated partner network, WYRED creates new partnership between academia, development NGOs, institutions, charities and youth organisations – an important contribution to capacity-building in the field of youth empowerment and of mutual learning.
✓ ***Cross-cultural dialogue and co-operation***: staff of the WYRED consortium are not only drawn from across the European spectrum, but aim to come from non-European cultures. Moreover, cross-cultural dialogue training is an important aspect of the youth empowerment strategy developed within the project.

4.3 Remarks on exploitation target groups

Target group categories for dissemination are mainly the same as those for exploitation. Nevertheless, not all of the stakeholders are potential exploiters. When defining exploitation products and targets, we should pose the question: *what products can be used by external users (beside project beneficiaries)?; who are the external users that can use project outcomes? What are the main means to continue using the outcomes?*

For exploitation of the results, it is necessary to ensure that those who are direct beneficiaries of the project must be well informed and own the project outcomes. For that reason, they become first target group and fundament of the further dissemination and exploitation.

4.4 Exploitation strategy

The proposal is to develop individual strategies for each target group based on the main target groups identified in the bid. In this section we identify the project's target groups and present a strategy for reaching and addressing the needs of each group in turn. It is important to note at the outset that these individual strategies will be subject to monitoring, evaluation and, where advisable, modification as the project progresses.

Moreover, it is also important to realize – as stated in the introduction to this Plan – that these strategies are directed primarily at the lifetime of the project. This Plan will be amended in the second half of the project to shift the focus from the project to the post-project phase.

TARGET GROUP 1

Children, Youth and Youth organizations and platforms

T.	IDENTIFYING AND ADDRESSING NEEDS:	REACHING POTENTIAL TARGET	KEY MESSAGES	WHEN?	IMPACT ON MULTIPLICATION AND MAINSTREAMING EFFORTS	TARGETS	HOW TO MEASURE?
T1	Children and young people need to make themselves visible, to feel that their voice is heard in in the community and that they can positively contribute to the development of inclusive European societies.

Today's children and young people lack opportunities to participate actively in policy and decision making, as well as in designing their digital agenda. | As children are a vulnerable group, partners will have to get in contact with them through partnerships with schools, youth clubs, associations and families.

Potential young people and youth organisations will be mainly targeted via dissemination tools (Facebook posts, website and targeted newsletters) and events such as meetings, exhibitions, fairs, etc., at both national and international level, credited by schools.

Youth organisations will be directly | A continuously evolving space in which children and young people are able to generate and explore their perceptions in relation to the digital society, with the support of professional researchers. The WYRED Platform constitutes a new, more grounded, and respectful approach to social research into youth issues, in which the young engage not only with each other but also with stakeholders from a wide range of relevant constituencies, such as policy, industry, civil society and research.

Exciting project to join

Opportunity to join WYRED association

Find visual materials produced by other peers

Find out about most relevant issues perceived by peers connected with digital society in EU | During the whole project lifetime

After the life of the project through WYRED association activities and membership | Raising the level of awareness concerning relevant social issues connected with digital society will help children and young people to develop values and competences to fully participate as active citizens in European societies.

Furthermore, they will become ambassadors of WYRED association mainstreaming the dissemination activities through digital tools and local events.

WYRED partners' networks and alliances will be the main channel of mainstreaming | Schools

Teachers

Parents

Youth clubs

Youth organisations

Local associations

Blogs

National and European youth networks

European Youth Forum

Youth partnership of the CoE | N° of children participating online during project's lifetime.

Web page visits.

Open and click through rates of emails.

N° of young people participating online during project's lifetime.

N° of comments on Facebook posts

N° of WYRED posts and tweets shared by young people.

N° of youth organisation directly engaged with the project.

N° of youth organisations disseminating and |

	Youth organisations struggle for recognition and to voice their needs. Getting involved into WYRED association activities will be beneficial to bring their stakes to different stakeholders	involved in undertaking researches on relevant issues for their members. Facebook and social media will foster the outreach of youth organisations across Europe.	**S**hare/learn from EU wide peers **O**pportunity to influence and interact with decision makers at different levels **O**pportunity to join WYRED association			**N**ational Youth Councils **L**ocal and national youth organisations cooperating with WYRED partners	exploiting WYRED researches

TARGET GROUP 2						
Educational institutions: children and adult education						
T.	**IDENTIFYING AND ADDRESSING NEEDS:**	**REACHING POTENTIAL TARGET**	**KEY MESSAGES**	**WHEN?**	**IMPACT ON MULTIPLICATION AND MAINSTREAMING EFFORTS**	**TARGETS**	**HOW TO MEASURE?**
T2	**E**ducation systems of many EU countries are struggling due to the digitalisation of teaching	**P**otential education institutions will be mainly targeted via formal dissemination tools (newsletters and website)	**N**ew insights into the perspectives and understandings of children and young people, compared and contrasted with those of other generations, in relation to the digital society and	**D**uring and after the life of the project through WYRED association activities	**To** get teachers to use tools in school with pupils. This will be done targeting communication and dissemination activities towards:	**W**YRED partners' schools' networks	**N°** of teachers and schools participating in project's activities and disseminating main insights in their local communities

	methods and materials. They need to get to know better pupils needs and their ways of learning and communicating in order to provide meaningful teaching approaches able to include each student in the learning process.	Another possibility is to engage WYRED partners in teacher's trainings activities to raise awareness in education institutions about projects' aims and outcomes.	the changes it brings in different social areas **A**rtefacts, and stories emerging from the research cycle that reflect and express children and young people's vision of the digital society and their role in it, future potentials and motivations for participating in and engaging with society. **Fi**nd trial/final tools that will support more effective teaching and pupil motivation **R**esearch tools as a support for educational outcomes **S**upport to you meet your own aims **Y**ou and your pupils can provide valuable insights on the issues relevant to you	and membership	● *Education press* ● *Head teacher professional organisations (e.g. unions) mailing lists/social media* ● *In service training agencies for teachers* ● *Identify through school sector networks to address*	Education blogs and networks	towards different stakeholders
TARGET GROUP 3							

Policy and decision makers

T.	IDENTIFYING AND ADDRESSING NEEDS:	REACHING POTENTIAL target	KEY MESSAGES	WHEN?	IMPACT ON MULTIPLICATION AND MAINSTREAMING EFFORTS	TARGETS	HOW TO MEASURE?
T3	Policy and decision makers are facing several problems in communicating and interacting with young people as digitalisation has created new ways of participation into social life. Political participation is more and more taking place online where anyone can express personal ideas creating a wide range of very specific	Policy makers will be directly involved since the very beginning of the project in order to shape the outcomes of youth researches in a way they can use them as a reference to develop new policy actions.	New insights into the perspectives and understandings of children and young people, compared and contrasted with those of other generations, in relation to the digital society and the changes it brings in different social areas. Recommendations to policy derived from the outputs of the social dialogue and the research activities in a wide range of contexts relating to children and young people and the digital society.	During and after the life of the project through WYRED association activities and membership	Dissemination: partner mailing list, Direct advocacy	Local, national and EU decision makers	N° of Meeting between policy makers and partners Attendance at dissemination event N° of WYRED proposals used as references for policy actions

	needs that are hard to tackle.						
TARGET GROUP 4							
Opinion makers: strategist, experts, scientists and researchers							
T.	**IDENTIFYING AND ADDRESSING NEEDS:**	**REACHING POTENTIAL TARGET**	**KEY MESSAGES**	**WHEN?**	**IMPACT ON MULTIPLICATION AND MAINSTREAMING EFFORTS**	**TARGETS**	**HOW TO MEASURE?**
T4	**O**pinion makers need processed quantitative and qualitative data and insights in order to make their assumption on societal changes.	**O**pinion makers will be directly involved into the project in assessing the recommendations produced by youth researchers and providing youth visibility throughout the project.	**A**rtefacts, and stories emerging from the research cycle that reflect and express children and young people's vision of the digital society and their role in it, future potentials and motivations for participating in and engaging with society. **R**aw data for further more detailed analysis and experimentation. Knowledge base collecting and curating all of the above **K**nowledge generated will lead to social impacts such as the generation of new opportunities for innovative companies, public services and other social groups	**D**uring and after the life of the project through WYRED association activities and membership	**P**ublishing journal **R**eference in academic mailing lists **E**mails to key academic contacts	**W**YRED partners mailing lists and networks	**C**itations of WYRED insights into academic reports and media articles

		which, on the basis of the insights derived from the work, can create products and services which are more closely aligned with the lived experience and concerns of children and youth				

During the WYRED project's second year and following suggestions made in the Mid Term Review, the consortium agreed to adopt a different model of collaboration when addressing issues connected to valorization and dissemination but also, more generally, in how to implement all the WP's. Four working groups were formed and which have flexibility in terms of membership. There is a lead for each working group. Oxfam Italy is the lead for Working Group 3 which looks at WYRED and society. The main aim of this working group is to strengthen networking and improve dissemination and scale it up so as to keep WYRED moving forward and to make sure it can continue once funding ends. The changes noted in this document are mainly the fruits of working group 3, which has coordinated the all partners in a different, more effective way in terms of joint dissemination and valorization.

4.5 WYRED Online Festival

As one of the main dissemination and exploitation channels, the project foresees the WYRED Online Festival in month 18th an 32nd and it is supposed to be held in Spain and in UK. The aim of the festival is to showcase outputs and the activity of the project, and to promote further dialogues aimed to include more children and young people in the WYRED activity. Since during the same period WYRED project is supposed to be presented also in the YO!Fest in Brussels and in the European Youth Event in Strasbourg the partners initially took into consideration the opportunity to organize the Festival in another period.

The focus of the Online Festival will be participation rather than presentation and for this reason it will involve a series of workshops and debate, polls, games and other participatory activities related to the WYRED research activities, as well as opportunities to explore the outputs.

The consortium partners decided in Year 2, that it would be more effective to have the WYRED Online Festival in the project's last year for two main reasons: 1) to actively involve a broader number of different target groups both familiar with and new to WYRED and 2) as a "launch" of the WYRED Association. The Online Festival will be held "online" as much as possible, although each partner will organize and coordinate local activities which will then feed into the festival. The Online Festival will be implemented as a joint effort by all project partners. Its agenda will be finalized in the first months of the project's 3rd Year. Visitors and/or participants of the Online Festival will be, although not exclusively, those who will engage in WYRED's activities in the project's last year. The consortium has established a common engagement strategy that will be updated during the course of the last year that foresees a substantial increase in online participation, at times facilitated by partners, which is linked to the project's main activities, namely the cycles but has a wider scope in terms of diversifying target groups.

"Exhibitors"[1]	"Visitors"[2]	Exhibits[3]	Tools[4]	Methods[5]

4.6 Showcase Workshops

The project envisages building the engagement of policymakers and other key stakeholders in the definition of youth roles in society in order to ensure the extent of the impact of the project.

Showcase workshops will be organized in each of the partner's countries in order to promote deeper engagement with stakeholders, especially those who have not actively participated in WYRED and present them with the results/recommendations generated in the WYRED cycle and develop their engagement in the definition of youth roles in different sectors of society.

This will be done principally in M17-M19 and M34-M36, 1 workshop per country at the end of each WYRED cycle. As the 1st cycle had a substantial delay, it was not possible for all partners to carry out their showcase workshops in the in the project's first half and so will carried out in the second half. The partners will nevertheless aim to promote engagement with key stakeholders throughout the whole project, inviting them to participate in or observe the different activities the project organizes. Each partner will make its own proposal by filling the template table in attachment n. *02_Showcase workshop*

Please, read the methodology proposals enclosed, attachment n. *03_Showcase workshop Methodological proposal* supporting document. This document should be read before filling in the table.

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[1] Who is exhibiting the contents of the festival?
[2] Who are the targets to be informed and invited to join the festival in order to get informed about?
[3] What kind of content shall be exhibited?
[4] What kind of tools will be used in order to guarantee the maximum participation?
[5] What kind of methodologies will be used in the online environment able to guarantee the successful results?

If needed, Oxfam Italia will support other partners in organizing events from methodological point of view.

4.7 WYRED Association

In the second year of the project, following the completion of the first phase of the project, the project envisages   the constitution of the WYRED Association that formalize the WYRED network built. The main objectives of the WYRED Association are closely interconnected with valorization and can be outlined as following:

1) to establish a framework for WYRED's sustainability. In order to ensure the continuity of its platform and activity, it is paramount to carefully plan its sustainability when a different model for the funding and management of the activity will be required. Setting up the WYRED Association envisages carrying out a feasibility study so as to assess, amongst others, WYRED's value;

2) to shift ownership to its users. At present the consortium members guarantee the implementation of WYRED's activity as outlined in the project proposal. After this "startup" period, when the two cycles have been completed and various stakeholders (children and young people, influencers and different relevant actors) are engaged and/or interested in the platform's space, WYRED's democratic participation model should steer its management. There will be a need to organize this ownership under the Association's statute, which can be lead initially by the consortium partners, with the aim to let WYRED be shaped by those who use it;

3) to be open to all. WYRED is founded on concepts of diversity and equality and through its activities, it is becoming a safe active democratic participatory model and a recognized voice for children and youth, as well as an influencing model for policy and decision makers. These concepts will help foster access to the WYRED Association for a broad constituency;

4) to be a reference point in both its activities (EMPOWERMENT) and the flow of knowledge it generates (INSIGHT). The WYRED Association will continue to explore the attitudes and understandings and perceptions of children and young people in European society in relation to

digital society, both in terms of the activities it promotes and the flow of information and knowledge about the subject area that it curates, which could become of interest for those influencing policy. The WYRED Association will inherit and become the owner of all project outcomes generated by the partners in the consortium.

The WYRED Association will therefore represent the main dissemination and exploitation tool after the project lifetime. The project foresees the development of the Business Plan to support the set-up of the WYRED's Association which has been revised in Year 2 and can be consulted in attachment *n.08_ WYRED Association Business Plan.*

5 Monitoring

Valorisation activities to be undertaken by all partners, as well as their impact through certain indicators will be tracked down and assessed throughout the project. A dedicated archive in the WYRED platform will be kept by the valorisation lead partner, covering the partnership activities following the different WP established in the proposal. Each partner can use this common archive to upload and download all the materials or documents needed.

A set of Monitoring tools has been developed and will be filled by partners of the consortium. These tools are:

4a) **Valorisation Activities Report** that will be filled out on a 3-monthly basis, starting from April 2017 by all partners accordingly. Reports are provided by valorisation contact person about their international, national and local valorisation activities. This report allows estimating of the target groups reached, and helps drafting improvement suggestions where necessary. The report will be supported by **4b) Valorisation Activities Evidences**.

Statistical analysis of the project website and social media pages serves partners as guidance for further activities. In particular, the main indicators of interest are:

- **Page views**: number of web pages requested and viewed by the user.

- **Visits or sessions:** number of visits to the WYRED website made by users.

- **Unique visitors:** number of single users that have visited the site, net of duplications.

- **Time spent:** time spent in minutes and seconds while navigating or viewing the pages of the site.

Quantitative outcome measures as demonstrated above will be complemented by qualitative ones (where and when feasible) as indicatively:

- Reporting on feedback by target groups in terms of useful suggestions or comments on project's scope and outputs.

- Country specific (comparative) impact of and interest project objectives.

- Impact on non-project countries within or beyond EU.

The gathered information and data will be integrated and reported by Oxfam Italia complying to official reporting periods and needed documentation. Analysis of the reports on the dissemination events also allows to check whether planned schedules need to be adjusted or other types of activities are necessary.

All partners will provide relevant information according to tools provided for monitoring of dissemination and exploitation activities, with all related evidences that were appropriately storage before.

6 Annexes

01 Stakeholder contacts database

02 Showcase workshop

03 Showcase workshop Methodological proposal

04a WYRED Valorisation activities report

04b WYRED Valorisation activities evidences

05 WYRED Visual identity

06 Partners Social Media Survey

07 Partners Social Media Survey Results

08 WYRED Association Business Plan

Annexes 01-07 are available at: https://repositorio.grial.eu/handle/grial/1117

08 *WYRED Association Business Plan* is enclosed to this document

7 References

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