



Enhancing physical activity uptake for children through the provision of safecycle interventions

Work package: WP4 Dissemination, Communication, Engagement

Task: 4.1 Dissemination, Communication

Deliverable title: 4.1 Dissemination & Communication Plan

Date: 28.2.2023

Level of distribution: Public

Author: Mirko Radovanac



Co-funded by the
Erasmus+ Programme
of the European Union



Dissemination & Communication Plan

Contents

Contributors	2
Control sheet	2
Partners	2
EXECUTIVE SUMMARY.....	3
1. Introduction.....	3
1.1. About the SafeCycle4Kids project	3
2. Communication Plan	3
2.1 Purpose and scope	3
3. Project Communications Main Goal and Objectives	4
3.1. The main goals and messages	4
3.2. Stakeholders engagement.....	5
4. Project Visual Identity	6
4.1. The main visual aids.....	6
5. Communication Channels and Tools	8
5.1. Channels	8
5.2. Tools	8
6. Communication Flowchart	8
7. Timeline of Activities	13
8. Evaluation Measures	14

LIST OF TABLES

Table 1. List of communication managers in every partners' organization.....	9
Table 2. List of main social networks.....	10
Table 3. List of main stakeholders	11
Table 4. Time line of the Activities	13
Table 5. Periodical target values for indicators	14
Table 6. List of main communication channels.....	15

Dissemination & Communication Plan

CONTRIBUTORS

Main contributor	SOCIETY OF A CYCLING LOVERS YUGO CYCLING CAMPAIGN
Contributors	MUBI ASSOCIACAO PELA MOBILIDADE URBANA EM BICICLETA
	PHYSIS YPAITHRIA ASKISI
	OTI SLOVAKIA
	SINDIKAT BICIKLISTA UDRUGA

CONTROL SHEET

Version	Date	Descripton
V 0.1	28/2/2023	First draft
V 0.2	30/3/2023	Second draft

PARTNERS

Name of partner	Short name	Country
PHYSIS YPAITHRIA ASKISI	PHYSIS	GREECE
SOCIETY OF A CYCLING LOVERS YUGO CYCLING CAMPAIGN	YCC	SERBIA
MUBI ASSOCIACAO PELA MOBILIDADE URBANA EM BICICLETA	MUBi	PORTUGAL
OTI SLOVAKIA	OTI SLOVAKIA	SLOVAKIA
SINDIKAT BICIKLISTA UDRUGA	SinBlc	CROATIA



Dissemination & Communication Plan

EXECUTIVE SUMMARY

1. Introduction.

1.1. About the SafeCycle4Kids project

SafeCycle4Kids is an 18-month EU-funded project aiming to increase safe cycling for kids by supporting cycling adoption as a mean of active travel that can improve the physical activity level. Kids (& families) do not cycle mainly because of safety concerns.

SafeCycle4Kids concept is based on two principles that will increase the safety and therefore confidence of young cyclists and their families: 1) Parental perceptions of children's cycling and traffic skills are an important correlate of children's independent mobility. 2) Increasing children's cycling and traffic skills are important targets in cycling promotion among children.

The five partners will develop a safe cycling training for kids and parents that can be used as the basis for a European-wide intervention, based on the good practices training that have been applied in various countries so far. This will increase the physical activity levels of kids and families through an economic, green and inclusive method of exercise, cycling.

2. Communication Plan

2.1 Purpose and scope

Before we start with communications, let's ask ourselves a few important questions:

- What do we want to achieve?
- Whom do we address our messages to?
- What messages do we want to send?
- What resources are available?
- What is our plan?

We think strategically - in order to clearly define the current situation, set the desired goals, determine the resources necessary to reach the goal and formulate a clear plan on how to reach the goal.

Messages should be simple, meaningful and placed in an adequate context in order to become memorable. They should be clear and concise, devoid of irrelevant content.

Goals should be clearly defined, realistically achievable and relevant for communication.

Dissemination & Communication Plan

The ways and means of communication we choose in accordance with the target group we are addressing.

The communication plan helps us to conduct communication activities thoughtfully and systematically.

We monitor and evaluate activities in order to objectively gather information that will serve us for any subsequent planning.

Communication plan should define:

- Project communication main goals and objectives
- Target groups and ways to continuously reach and engage them
- Main messages
- Communication tools and methods
- Time frame
- Evaluation measures
- Success indicators.

3. Project Communications Main Goal and Objectives

3.1. The main goals and messages

When setting goals, we should start with what change we want to see.

When formulating communication goals, we can be guided by the SMART¹ scheme, which tells us that each goal should be:

S – (specific) concrete, flexible, clearly defined

M – (measurable)

A – (achievable).

R – (relevant)

T – (time-specific) determined by time

¹ Manual for Communication, GIZ, Belgrade, 2018



Dissemination & Communication Plan

Therefore, when we formulate goals, it is necessary that they be clearly defined, realistically achievable, relevant for communication, that there is a way to measure them and that they be realized in a clearly determined period of time. The goals should be achievable in accordance with the activities that will be defined later.

The main goals of SafeCycle4Kids should be categorized as follows:

- Raise awareness of safe cycling among different target groups (young children, parents, teachers at schools, society as whole)
- Enhance the stakeholders understanding SafeCycle4Kids (stakeholders concerned with sport, education, health, safety, etc.)
- Disseminate results and experience of the project and feed into policy.

3.2. Stakeholders engagement

Once we have defined the goals, we need to determine who do we want to address. Society is divided into groups according to different categories: age, education, income, then geographical, value, professional, social, etc. Successful communication involves addressing specially defined target groups. Therefore, we must determine to whom we address, i.e. who is our target audience.

1. Is our audience located in a specific region, city or the territory of the entire country?
2. How is it informed, does it follow the social, local or dominantly national media?
3. Are they young, old or middle-aged people?
4. Are they interested in the environment, safety, local development, sustainable mobility?

Various sites will be chosen to run the training developed in SafeCycle4Kids. The partners have already performed the following activities:

- Mapping of the main stakeholders in the cycling arena
- Communication with various schools and other sites
- Establishment of a preliminary list of potential users

Dissemination & Communication Plan

In order to maximize the potential for successful exploitation of SafeCycle4Kids and the uptake of the project's outcomes, the dissemination of activities will be designed following a number of objectives and proposing a number of methods. Together with main objectives, they are summarized in the following table:

OBJECTIVE	MEANS	TARGET GROUP	MEASURABLE INDICATORS (target value)
Raise the profile of SafeCycle4Kids	Multimedia Presentations/ Media Highlights/ leaflets/website	All	Multimedia presentation (1); number of entries (articles, podcasts, interviews) in local-regional-national media (6); Project website visits (>2000)
Enhance the stakeholders understanding on SafeCycle4Kids	Project website	All	Number of visits to project website (>2000)
	Social media campaign (Wikipedia, Facebook, Twitter, LinkedIn)	Citizens, Media, Policy makers	Number of aggregated "followers" (1400); social media updated regularly
	Networking/events	All	500 participants on open street events (1 event in every country)
Drive action: support the exploitation of the SafeCycle4Kids results	Presentations, articles, offline & online communication	All	Number of local presentations (4), number of informal meetings with local, public authorities, sport clubs, policy makers etc. 8
	Events	All	(4) multiplier local events organised
	Training uptake	Citizens (kids & parents)	500 kids, 250 parents
	Training uptake	Trainers/instructors	12 instructors
Mainstreaming: feeding results and experiences into policy	Deliverables, presentations, meetings with relevant experts, lessons learnt (after evaluation)	Policy Makers	Evaluation lessons learnt report (5), one in every country

4. Project Visual Identity

4.1. The main visual aids

The main logo of the project is as follows.



Dissemination & Communication Plan

This logo will be used for official communication as well as the messages send to EU, or other international bodies.

Each partner will use the logo in its own language for better local communications:

Serbia



Portugal



Slovakia



Croatia



Greece



Co-funded by the
Erasmus+ Programme
of the European Union



SAFECYCLE4KIDS

Dissemination & Communication Plan

Acknowledgement of the official donator:

On each publishing or presenting document, it is necessary to acknowledge the name of the programme:



Co-funded by the
Erasmus+ Programme
of the European Union

5. Communication Channels and Tools

5.1. Channels

In the conditions of mass media, when we want to address a larger number of people, it is necessary to use intermediaries who will convey the message. We call these intermediary channels, i.e. media, and they are radio, television, newspapers, and the Internet and all its tools (website, e-mail, social networks, portals...). Each of these channels requires different techniques, tools and promotion dynamics. It is most often communicated in an integrated manner, ie. a number of different media are used.

5.2. Tools

We call communication tools all means, which help to convey a message to the target public, such as: press releases, press conferences, articles, news, newsletters, ads, infographics, interviews, media statements, video materials and the like. Just as when choosing a channel, so when choosing a tool, we take into account which target group we are addressing and which resources are available.

6. Communication Flow Chart

Each partner should appoint a communication manager who is responsible for implementation of the Communication plan at the partner's level. Lead partner appoints Project Communication Manager who coordinates communication activities on the project level. All together, they form the Project Communication Team.

Each project partner:

- Provides inputs to Communication Plan
- Creates target groups & stakeholders DIRECTORY: names, functions,

Dissemination & Communication Plan

- e-mail addresses of people concerned
- Sends national editions of Newsletters
- Distributes leaflets
- Posts video on regional/national channels
- Affixes project poster
- Organizes press conferences and interviews on radios and TVs
- Sends timely information and reports to Project Communication Manager

Each local communication manager coordinates local communication activities and sends timely information and/or articles, posts, tweets to Stakeholder Engagement Manager (SEM) who refreshes the website, manages social media profiles, engages stakeholders on social media, and reports to Lead Partner about all activities.

Other SEM's duties are:

1. Delivering the Dissemination goals
2. Engaging key stakeholders in the project delivery
3. Keeping the social media updated
4. Oversee the delivery of the multiplier events.

Table 1. List of communication managers in every partners' organization

Name of partner	Communication manager
PHYSIS	Alexandros Skeparianos
YCC	Mirko Radovanac
MUBi	Laura Alves
OTI	Lucia Svata
Sin Bic	Tena Šarić Rukavina



Dissemination & Communication Plan

Table 2. List of main social networks

Partner	Web site	Facebook
PHYSIS	https://physistraining.gr/	https://www.facebook.com/PhysisOutdoorTraining
YCC	www.bicikl.info www.pokrenibajs	https://www.facebook.com/YugoCyclingCampaign https://www.facebook.com/groups/yugocyclingcampaign https://www.facebook.com/search/top?q=pokreni%20bajs
MUBi	https://mubi.pt/en/	https://www.facebook.com/mubi.pt https://twitter.com/MUBipt/ https://www.linkedin.com/company/mubi---associa%C3%A7%C3%A3o-pela-mobilidade-urbana-em-bicicleta
OTI	http://otislovakia.sk/en/home/	https://www.facebook.com/otislovakiango
Sin Bic	https://sindikاتبiciklista.hr/	https://web.facebook.com/sindikاتبiciklista https://www.instagram.com/sindikاتبiciklista/ https://www.youtube.com/user/sindikاتبiciklista/videos https://www.linkedin.com/company/sindikاتبiciklista/
SafeCycle 4Kids	https://safecycle4kids.eu/	https://www.facebook.com/safecycle4kids

Dissemination & Communication Plan

Table 3. List of main stakeholders

Partner	School(s)	City education subject	City transport subject	City health subject	City environment subject	City sport subject	Cycle clubs/NGOs for cyclists	Academic associations	National Agencies for safety
PHYSIS	Primary School of Metamorfofosi-Halkidiki, Primary School of Ormylia	City of Thessaloniki, Greece	Regional Development Fund of Central Macedonia	Directorate for Primary and Secondary Education of Halkidiki and Thessaloniki	Ministry for the Environment, Energy and Climate Change	Department of Municipal Gymnasiums, Swimming Pools and Sports Areas	Hellenic Cycling Federation, PAOK Cycling Team	Faculty for sport and physical education of Aristotle University of Thessaloniki, Mediterranean College of Thessaloniki	Ministry of Infrastructure and Transport
MUBI	Escola Básica Ciclo São João da Foz, Agrupamento de Escolas Garcia de Orta	Vereadora Educação Câmara Municipal de Lisboa	Vereador Transportes Câmara Municipal de Lisboa	Vereadora Saúde Câmara Municipal de Lisboa	Vereador Estrutura Verde Câmara Municipal de Lisboa	Vereador Desporto Câmara Municipal de Lisboa Vereadora da Saúde, Qualidade de Vida, Juventude e do Desporto da CM	Federação Portuguesa de Ciclismo CicloExpresso/Cooperativa Bicicultura	Laboratório de Comportamento Motor U-Shift – Changing Urban Mobility Behaviour U-Shift – Changing Urban Mobility	Autoridade Nacional de Segurança Rodoviária Instituto da Mobilidade e dos Transportes (IMT, I.P.)

Dissemination & Communication Plan

						Porto,		Behaviour	
YCC	“Jovan Miodragovic”	Belgrade Secretariat for education and children’s protection	Secretariat for Transport	Secretariat for Social Protection	Secretariat for environment protection	Secretariat for sport and youth	Streets for cyclists Cycling Federation of Serbia Cycling Federation of Belgrade	Faculty for sport and physical education Faculty of Transport and Traffic Engineering	Road Traffic Safety Agency of Serbia
OTI	ZS Cakajovce, Cakajovce	Regional office of school administration in Nitra	Department of Road Transport and Land Communications	Regional Public Health Office in Nitra	Department of Environment in Nitra 0800/222 222	Department of Education, Youth and Sports	Rozbicyklujme Nitru	N/A	Department of Road Transport and Land
SB	“Prva gimnazija” School for road traffic	Zagreb office for education, sports and youth	Zagreb office, Sector for traffic;	Zagreb office, Sector for health	Zagreb office, Sector for ecology and sustainability,	Zagreb office for education, sports and youth	Sindikata biciklista, Croatian Cycling Federation Club “School of cycling Zagreb”,	Faculty of Transport and Traffic Sciences;	National plan for road safety, Ministry of Interior;

Dissemination & Communication Plan

7. Timeline of Activities

Table 4. Timeline of the Activities

ACTIVITY	2023												2024						
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M1	M2	M3	M4	M5	M6	
Web site			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Events										X	X	X		X					X
Facebook			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Leaflet production and distribution										X	X	X		X					X
Article in newspapers/magazines									X	X	X	X						X	X
Media appearances									X	X	X	X	X						X
Conference presentation					X										X	X			

Dissemination & Communication Plan

8. Evaluation Measures

The implementation of the plan will be monitored weekly. Project Communication Manager will collect feedback from each local Communication manager, collect planned data, assess the situation, and if needed plan to overcome the challenges and improve the respective activities during the next period.

Project Communication Manager will evaluate communication efforts by collecting periodical target values for the following indicators:

Table 5. Periodical target values for indicators

INDICATOR	FINAL (project start to project end)
Published articles on the main web site	8
Multimedia presentations	1
Organized transnational dissemination events	2
Organized local dissemination events	4
Media appearances (articles in press. TV feature stories)	6
Local Presentations	4
Published Facebook posts	> 50
Facebook page fans/followers	>1.400
Printed and placed project posters	15
Printed leaflets	2500
Distributed leaflets	5x500
Evaluation lessons learnt report	5
Visitors to projects web site (total reach)	>2000



Dissemination & Communication Plan

Table 6. List of main communication channels

Partner	News agencies	TV stations	Radio stations	Newspapers/magazines	Other
PHYSIS	E-Daily, Pink.gr	ERT3, TV100	Plus Radio, E-radio	Makedonia News Paper, Metroport	
YCC	Agencija BETA	N1, NovaS, RTS,	Radio Belgrade	Politika, NIN, Blic, Politikin zabavnik	
MUBi	Agência LUSA	RTP1, RTP2, SIC, CNN Portugal	Rádio Comercial, RFM	Público, JN, Expresso, Observador, Ambiente Magazine	Lisboa Para Pessoas, Mensagem de Lisboa
OTI	www.nitrianskyhlasnik.sk/	https://tvnitricka.sk	https://radiovnitree.sk	www.nitrianskyhlasnik.sk/	
Sin Bic	HINA, HRT	HTV, RTL, Nova TV	Radio Sljeme, Yammam	Jutarnji list, Večernji list,	Index.hr, H-Alter
SafeCycle4Kids	E-Daily, Pink.gr	ERT3, TV100	Plus Radio, E-radio	Makedonia News Paper, Metroport	