

We are requested by EACEA to report “**Communication Activities**” in our project. We can assume one/two Communication Activities per Work Package.

* One “Communication Activity” should consist of a group of actions, e.g. via social media, traditional media, radio, etc.

Communication Activity *	Setting up Communication tools and assets of the project
Work Package	WP1, Obidos (Portugal)
Description of implemented activity (max. 200 characters)	Design of the editorial plan, communication assets, visual identity, guidelines for the partners regarding external communication, setting up rules for gender mainstreaming in communication.
Target audience (who) (select only one)	<ul style="list-style-type: none"> • Project partners • Citizens • Civil society • EU institutions • Industry • Innovators • International organisations • Investors • Local authorities • National authorities • Regional authorities • Research communities • Specific user communities
Communication tool / channels (how?) (select only one)	<ul style="list-style-type: none"> • Event (conference, meeting, workshop, internet debate, round table, group discussion) • Exhibition • Interview • Media article • Newsletter • Other (internet meeting with partners, emails) • Press release • Print materials • Social media • TV_Radio_Campaign • Video • Website
Url if applicable	https://www.facebook.com/obidosvilagaming https://www.facebook.com/events/1039867057542420?active_tab=about https://aleksandrow-lodzki.pl/sound-of-diversity/
Outcome - key	editorial plan: 1

performance indicators	<p>communication assets: online meeting, e-mails, WhatsApp group, Facebook page and Instagram</p> <p>on-line meetings: 16</p> <p>visual identity: Design of the Sound of Diversity logo (different version .jpg, .pdf, .png, .eps), Sound of Diversity logo book, Social media graphics (banner, graphics used in posts), Design of the agenda, Facebook page and Instagram account set up other supporting materials in different formats</p>
Status of the communication activity (select one)	<ul style="list-style-type: none"> • Cancelled • Delivered • Ongoing • Postponed

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Communication Activity *	Communication efforts regarding the Work Package 1
Work Package	WP1, Obidos (Portugal)
Description of implemented activity (max. 200 characters)	Promotion of the project event via social media, websites and local press. The goals and assumptions of the project were promoted by emphasizing local activities carried out by the project partner, each time posting information, videos, photos
Target audience (who) (select only one)	<ul style="list-style-type: none"> • Citizens • Civil society • EU institutions • Industry • Innovators • International organisations • Investors • Local authorities • National authorities • Regional authorities • Research communities • Specific user communities
Communication tool / channels (how?) (select only one)	<ul style="list-style-type: none"> • Event (conference, meeting, workshop, internet debate, round table, group discussion) • Exhibition • Interview • Media article • Newsletter • Other

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Outcome - key performance indicators	Event press book: https://drive.google.com/file/d/1XXxRlrS9WydwKMkP7sFB0w-0gFQ_2Fb/view?usp=share_link
Status of the communication activity (select one)	<ul style="list-style-type: none"> • Cancelled • Delivered • Ongoing • Postponed