

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 *	21'st Festival of Diverse Arts, Poland
Work Package	WP4
Description of implemented activity (max. 200 characters)	The event was promoted primarily through social media, websites, local press and television. The goals and assumptions of the project were promoted by highlighting local activities carried out by the project partner, meetings with project partners, as well as through workshops devoted to project topics. Each time, information, videos and photos from each activity planned by the event hosts were posted on social media.
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 ● Press release ● Print materials ● Social media ● TV_Radio_Campaign ● Video ● Website
Url if applicable	https://aleksandrow-lodzki.pl/sound-of-diversity/ https://www.facebook.com/events/848126174313232?ti=ls https://www.facebook.com/SoDproject https://fb.watch/D0mPef1c4s/

	https://aleksandrow-lodzki.pl/aleksandrow-lodzki-centrum-miedzynarodowej-roznorodnosci-festiwal-sztuk-roznych-w-ramach-projektu-sound-of-diversity/ https://aleksandrow-lodzki.pl/wp-content/uploads/2025/09/nr-16-na-strone.pdf
Outcome - key performance indicators	editorial plan: 1 communication assets: online meeting, e-mails, WhatsApp group, Facebook page and Instagram on-line meetings: 7
Status of the communication activity (select one)	<ul style="list-style-type: none"> ● Cancelled ● Delivered ● Ongoing ● Postponed