

**ORIENTA EXPRESS**  
VIAGGIA VERSO LA TUA REALIZZAZIONE  
BY OLTRE S.R.L.



**Erasmus+**

**Transnational Orientaexpress Platform (TOP)**

Oltre S.r.l.

**COMMUNICATION AND  
DISSEMINATION PLAN**

ERASMUS+ KA226 PROJECT N. 2020-1-IT01-KA226-VET-009075



### Communication Guidelines

#### Management and coordination of the communication plan – OLTRE SRL

#### Dissemination phase by: Austria, Lebanon e Bulgaria

The communication and dissemination initiatives must be implemented for the entire duration of the project to highlight the activities carried out and enhance the experiences, in order to reach an audience that has not been directly involved in the project.

#### The activities aim to:

- disseminate and give visibility to the project and to the themes that the project itself addresses;
- exploit the results of the project;
- provide the tools to study the potential for further development of the project results in different contexts and situations;
- strengthen the international network of the Erasmus + project;
- capitalize the results;
- ensure that all key stakeholders are encouraged to recognize best practices and incorporate them into those of their own organization;
- inform political and institutional decision-makers about the results of the project and the opportunities offered by Erasmus +



## WP 6 - WHEN

The plan for the dissemination of the results of the project activities and the communication strategy is shared by all members.

Each member can propose changes, on the basis of objective findings, between the time of drafting the project and its implementation, guaranteeing the duration of the work carried out over time.

**BEFORE** starting, all information on the project will be shared by all those involved.

**DURING** the project, the dissemination will concern the dissemination of information on the progress of the activities, among all those involved.

**AFTER** the conclusion, the dissemination plan is aimed at the dissemination and information on the results of the project, among all the subjects involved and potentially interested, i.e. direct and indirect beneficiaries of the actions contained in the project.

Dissemination activities will be carried out throughout the process and will basically be developed through the Internet.

However, the other traditional channels of promotion and dissemination will not be neglected.



### Target groups of dissemination activities:

- participants and direct beneficiaries of the project
- students 16 - 19 years
- stakeholders of participating countries: public bodies, active subjects in the field of training and guidance (teachers and trainers)
- local communities and civil society of the participating countries

The partners have a network of personal and professional relationships that will allow the maximum possible dissemination of the activities and results of the project. They will have established a good partnership with:

- Training institutions
- Secondary education institutions
- Experts and professionals
- Local press and media
- Cultural associations
- Local public bodies
- Policy makers at local and regional level
- Employment centers
- Universities and research centers
- Professional orders
- Employment agencies



## WP 6 - CHANNELS

### **The Net will be the privileged means of dissemination.**

Within oltresrl.eu, a dedicated web page will be created where the official material, tools, activities and presentations of the various partner organizations will be published with links to their sites and social channels. The page will feature the Erasmus+ logo, together with the funding declaration also in English and alongside the TOP logo.

The page of the oltresrl.eu site will also be the means for visitors to leave feedback and suggestions and will be used as the official page of the project. Oltre Srl will share the link with all members. Each partner will include information on the project on their website and the link to the dedicated page to share project resources within each country.



Further communications will also be published on the social channels of the partner organizations.

The partners will provide the references of their social pages, contents (photos, videos, textualls) useful for communication and to disseminate them on their respective channels according to guidelines, the communications must be approved by Oltre Srl and the other partners.



## WP 6 - CHANNELS

### **Newsletter**

The layout will be structured by Austria, Lebanon and Bulgaria, and will have to be approved by all project partners;

The contents of the newsletter will focus on results and general information. They will be edited by Austria, Lebanon and Bulgaria, written in English and approved after dissemination by all partners;

Each country will be responsible for developing a contact list that will receive periodic updates.

### **Paper Material**

Leaflets and information brochures will be produced in English and each member country will have to translate them into their own language.

The materials will be available in the dedicated physical and virtual information points set up in each partner organization.

The material must be approved by all partners.

### **Print**

Each partner will commit itself to disseminate the activities and results of the project through local, regional and national media, through networks of training professionals and through specialized magazines with press releases.

Everything will be managed within a shared database.



### **Conferences, seminars and workshops**

The members will participate at conferences in the field of education in relation to the theme of the project, presenting the results.

At the end of the project there will be a final event (face-to-face/ online) in which the assumptions, objectives, activities and results of the project will be illustrated; members of the various project staff, professionals in the field of education and guidance as well as representatives of cultural associations and those involved in European planning will be invited.

The event will be the opportunity to promote the final and tangible results of the project, coherent final results of the project (eg guide, toolkit, etc.).

A final dissemination conference (face-to-face/online) will be held at each partner organization to advertise the project results whose target audience will include not only trainers, counselors, principals and professors but also policy makers and local authorities.

The events will be held in the final phase of the project and will concern the dissemination of the results and tools developed during the project that are relevant for the different target groups involved.



## WP 6 - RESPONSIBILITY

**Oltre Srl** will manage the coordination of communication activities.

**Austria, Lebanon and Bulgaria,** will have the task of managing the dissemination, defining the tasks and responsibilities of each team member, including those of primary importance regarding the dissemination of the project results.

It is essential that within the team there is a well-defined responsible person who can coordinate the colleagues of the project team for the purpose of a strategic dissemination activity among all the interested parties.

All dissemination activities must be discussed and approved by the partners.





## WP 6 - MONITORING

In order to assess the effective value of these dissemination activities, methods for verifying and monitoring the results will be prepared. Some specific methods for monitoring the impact for the planned interventions have been identified:

- website traffic monitoring
- monitoring of interactions
- newsletter subscription
- engagement and interaction level in social media posts
- detection of participation in organized events



# Social content

Transnational Orienta express Platform

## WP 6 – SOCIAL CONTENT

Each partner commit itself to share content with all members through an online repository containing images, videos and texts.

The social content must comply with the guidelines of the European Union and with the information provided by Oltre S.r.l. in the coordinated image.

Any social or web communication must contain:

- Text in native language and English language
- Tag to the social profiles of each partner
- Project code: ERASMUS + KA226 PROJECT N. 2020-1-IT01-KA226-VET-009075
- Link to the project website

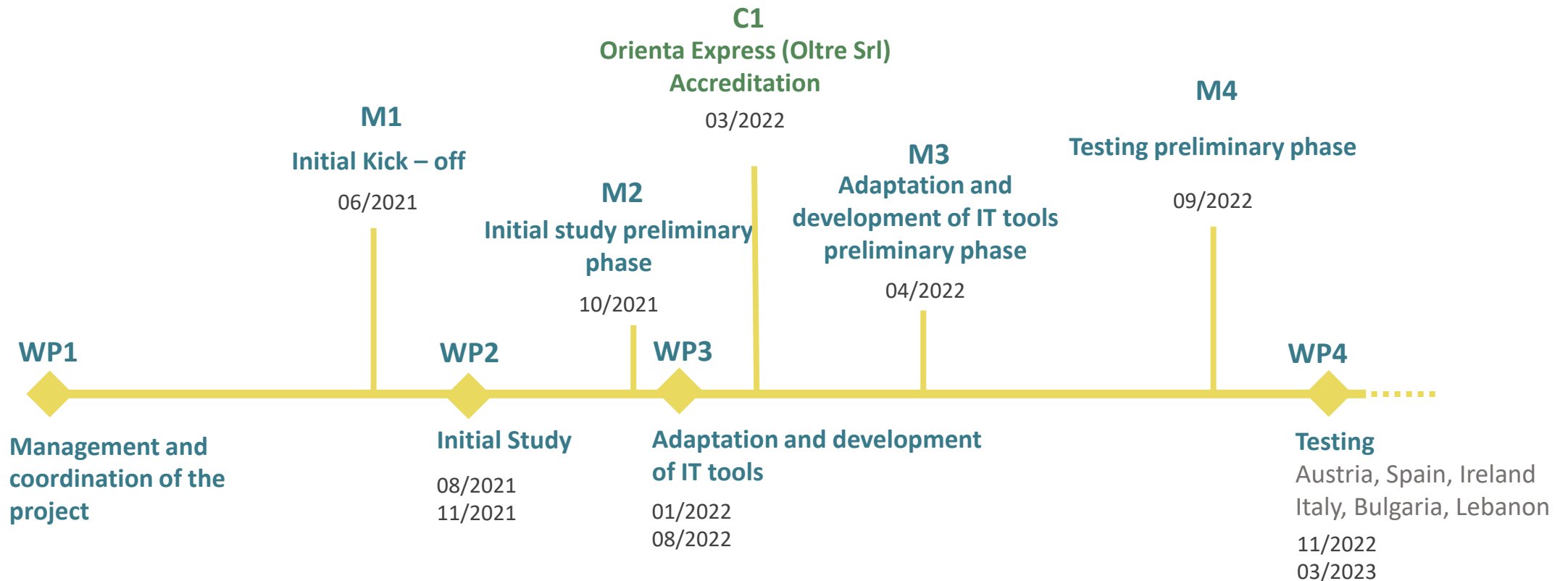
In the graphic format:

- Erasmus+ logo in English as per guidelines
- Project logo



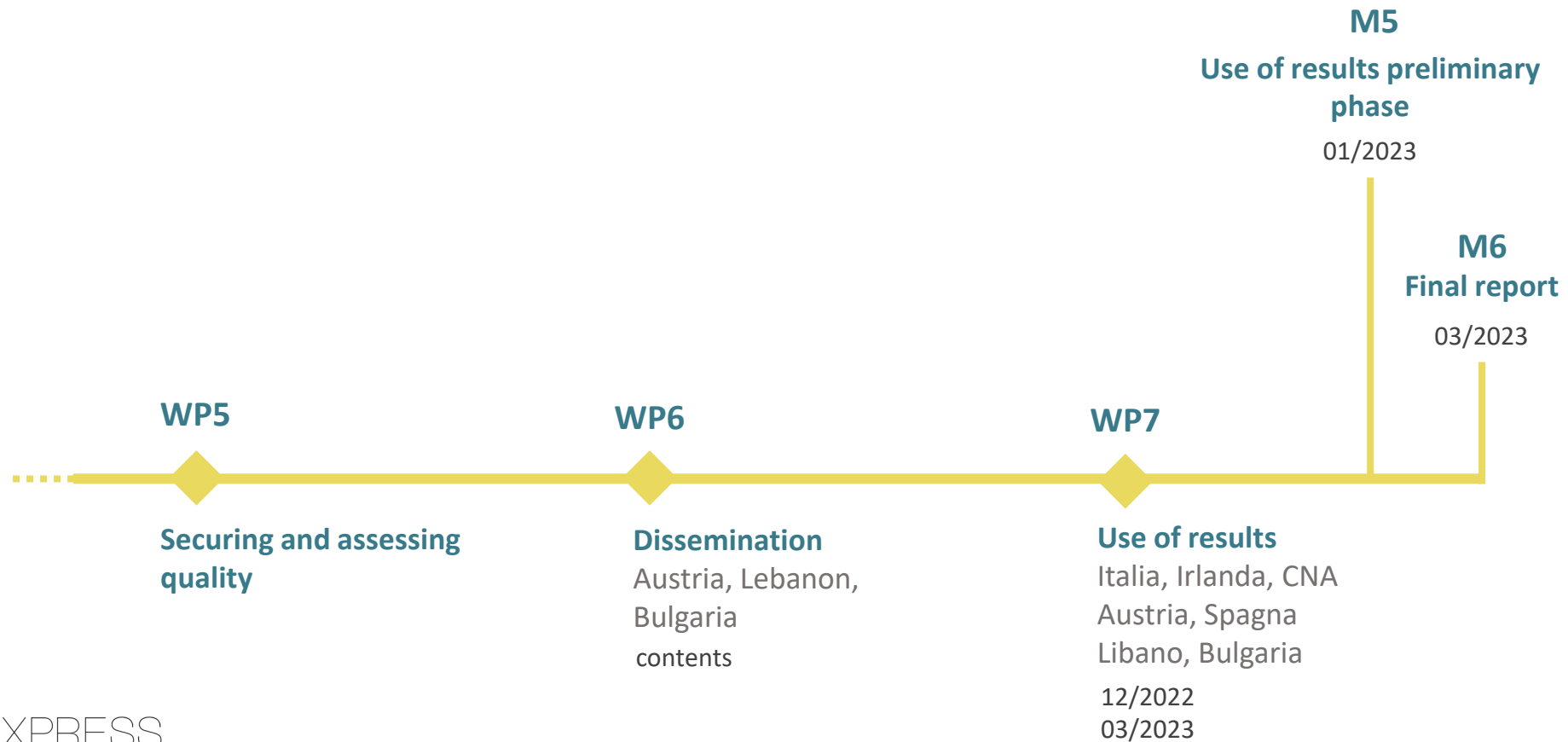
# Transnational Orienta Express Platform (TOP)

## SOCIAL DISSEMINATION SCHEDULE MILESTONES TO BE COMMUNICATED THROUGH SOCIAL MEDIA



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## SOCIAL DISSEMINATION SCHEDULE MILESTONES TO BE COMMUNICATED THROUGH SOCIAL MEDIA



# Coordinated graphics & TOP Logo

Transnational Orienta express Platform

# Concept 1/2

TOP Logo



The general concept for the creation of the logo was developed starting from the idea of orientation, the main strand of the platform.

In order to choose the best path and thus orient yourself, it is essential to have a goal.

How to achieve it?

Through the viewfinder, recalled via the geometric shape of the circle.

# Concept 2/2

TOP Logo



Following this line of thought, the logos proposed are 2.

For each of them, an extended version and a reduced version have been created, and the corresponding negative, in order to make it as adaptable as possible.



# Proposal 1

Logo TOP



The first proposal has the acronym TOP as the starting structure, the viewfinder has been inserted in the O.

The extended version has the addition of the words "Transnational Orienta express Platform".

# Proposal 2

TOP Logo



Transnational  
Orientaexpress  
Platform

The second proposal has the viewfinder that includes the acronym TOP.

In the extended version, the viewfinder will be transformed into the O of «Orienta».

# Logos in negative format

Each logo has its own negative format to be reproduced on different printings.



# Logos in negative format

Each logo has its own negative format to be reproduced on different printings.



Transnational  
Orientaexpress  
Platform

# Erasmus+ Logo

## Guidelines



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

The Erasmus+ Logo will always be used in English and alongside the TOP logo, in every communication.

The European Union emblem (flag) must be used and the name of the European Union displayed in full. The name of the Erasmus+ programme can appear with the flag. The preferred option is to write "Co-funded by" or "With the support of", then "the Erasmus+ programme of the European Union" next to the EU flag. E.g. "Co-funded by the Erasmus+ programme of the European Union" or "With the support of the Erasmus+ programme of the European Union".

# Erasmus+ Logo

## Guidelines

The following disclaimer shall be added to the inner pages of the publications and studies written by external independent bodies with support from the European Commission:

"The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

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