



Supporting Alliance for African Mobility

DISSEMINATION PLAN



Supporting Alliance for African Mobility

Dissemination Plan - Supporting Alliance for African Mobility (SAAM)

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THE AFRICA-EU PARTNERSHIP
LE PARTENARIAT AFRIQUE-UE



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a. Description of the plan and its objectives

This dissemination plan has been designed by Asociación Mundus and Centro San Viator in order to describe and schedule the basic communication and dissemination actions needed to share the outcomes and outputs of the **SAAM** project, as well as for sharing the internal communication guidelines for the most successful understanding among **SAAM** partners. The scope of the project sets a high bar regarding the requirements on this area, and it will imply the **commitment of every partner of the project** to allow **SAAM becoming a unique experience** that sets the guidelines for further policies and grants for VET mobility between the two continents.

Moreover, **this plan aims at informing stakeholders, decision-makers, SAAM's target groups and the general public** about how the different phases of the project are being deployed, and the impact that it is having in every participant country. In order to accomplish this result, the dissemination plan provides the partners with the main communication and dissemination guidelines, **as well as the timeline**, materials and recommendations **to comply with for every communication action throughout the project's lifespan.**

By spreading the project's milestones and outcomes, **a new horizon of opportunities** will be created, involving new partnerships, giving a model example to extend beyond the results themselves.

Taking into account the fact that SAAM is a pilot project, this plan will be tracked and might be updated in accordance with the project's development.

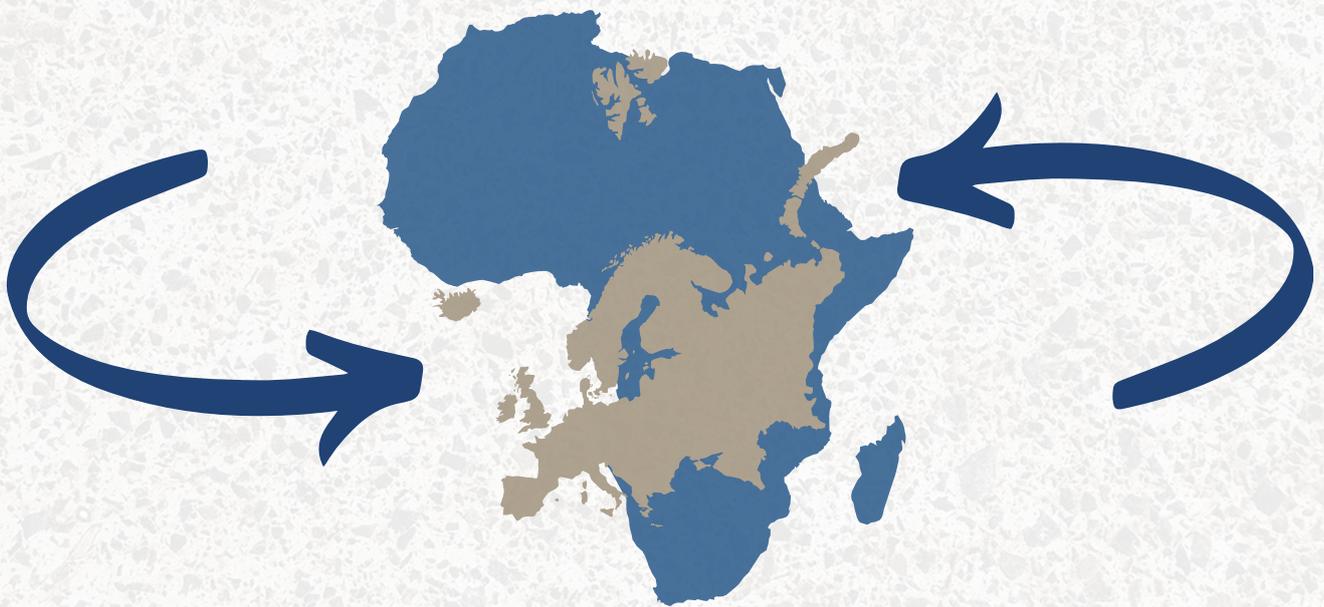
b. About SAAM

A **first flow of mobilities** will allow more than 100 European VET teachers and staff to go to African VET centers for a period of two weeks, in order to observe the educational system there, to be able to return to Europe with ideas on how to develop and implement new contents, methodologies, technologies, management, etc. A peer-to-peer assignment is part of this phase, with the output of a series of **training modules that will be uploaded to the virtual platform SAAM.E-LEARNING** covering the three educational fields of the project: Engineering and Manufacturing, Tourism and Hospitality, and Agriculture and Food Processing. The contents produced will be an open source, freely accessible through the mentioned platform, one of the outputs of the project that ensures its sustainability at a longer term.



The **second flow** will bring more than one hundred African teachers to Europe to spend a month of training and job shadowing, that will allow them to return with new tools and methods to implement in their centers. **This flow includes a training in Brussels** on how to internationalise their educational VET centers and methods of recognising and validating the competences acquired during a learning mobility, as well as the use of the Erasmus+ tools.

Finally, the **last flow of mobilities** will include more than **three hundred students travelling to different European countries**, specifically to 30 hosting centers in Europe, with stays of different lengths and combining periods of study at VET centers with professional traineeship periods in European companies. These experiences will foster the students' empowerment when they go back to their territories, as well as it will increase their personal and professional capabilities.



c. Disseminations objectives

In a project of this scope, it is essential to follow common a dissemination strategy and general guidelines, **so together we can ensure that the project will be known**, understood, and shared as a good practice. We assume that the dissemination is key to reach the highest quality implementation for the project, **therefore SAAM's dissemination strategy has a set of key points:**

- **To promote** and raise awareness of the project, its aim and scope.
- **To provide** information about the ongoing project and its results to our target groups, interested parties and the general public.
- **To test**, as a pilot project, a dissemination scheme responding to the various communication, networking and dissemination needs of SAAM, taking into account the diverse local contexts in which we will present the project's outcomes.
- **To enable**, enhance and maintain a healthy and successful internal communication between partners, and therefore to ease the workflow within the project.
- **To comply** with the European Union and African Union requirements in these terms.

d. Disclaimer and institutional identity

Beside SAAM having its very own image and graphic guidelines, there are some rules that we have to comply with regarding the fact that the project is supported with public funds from The Africa – EU Partnership. The European Commission sets very specific rules on how to make visible the source of the funding for the projects supported by them. These (and only these) are the official disclaimer and logo of SAAM regarding its sponsorship. Every single piece of information shared through SAAM or its partner's channels ought to include these two compulsory elements. Though it initially might seem irrelevant, it is completely compulsory to always use these materials in our external communication units.

Please check ANNEX 1 and ANNEX 2 to ensure a correct use of all logo's and emblems.



THE AFRICA-EU PARTNERSHIP
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Official disclaimers to use:

Publications should include the Africa-EU partnership emblem that includes also the phrase

'Funded by the AU-EU Skills for Youth Employability Programme of the Africa-EU Partnership'

Publications should also include the following text:

'This project has received funding from the Africa-EU partnership programme under grant agreement n. **EAC-2019-0573**'

For publications in print or electronic format:

'This publication was produced with the financial support of the European Union, under the Africa-EU partnership. Its contents are the sole responsibility of [NAME OF AUTHOR/PARTNER] and do not necessarily reflect the views of the European Union'

For websites and social media accounts:

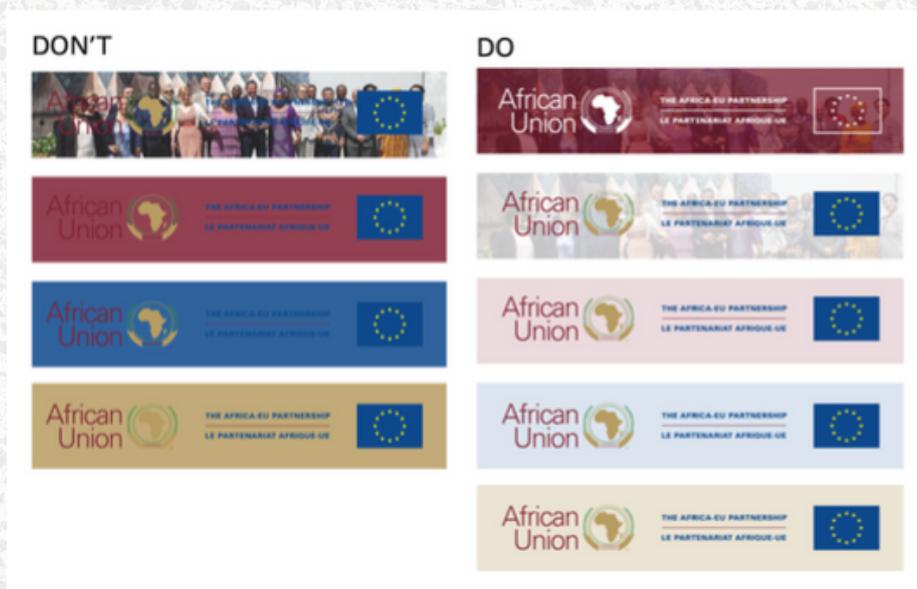
'This [WEBSITE/ACCOUNT] was created and maintained with the financial support of the European Union, under the Africa-EU partnership. Its contents are the sole responsibility of [NAME OF AUTHOR/PARTNER] and do not necessarily reflect the views of the European Union'

For videos and other audio-visual material:

'This [VIDEO/FILM/PROGRAMME/RECORDING] was produced with the financial support of the European Union, under the Africa-EU partnership. Its contents are the sole responsibility of [NAME OF AUTHOR/PARTNER] and do not necessarily reflect the views of the European Union.'

Logo:

The official logo and disclaimer cannot be modified under any circumstances. This is a basic indication from the European Commission. There are many variations on the logo for its use on different backgrounds if needed, as well as translated versions in some of the project's languages. **Those will all be uploaded to SAAM's intranet (SAAM.WORKLAB) and will be accessible for the partners.** However, samples and references of these materials are included in ANNEX 1 and ANNEX 7 of this document. Please use only the provided material and, if you are not sure about how, please contact us at communication@saam.global.



a. Target groups and stakeholders

The target groups of our dissemination activities are

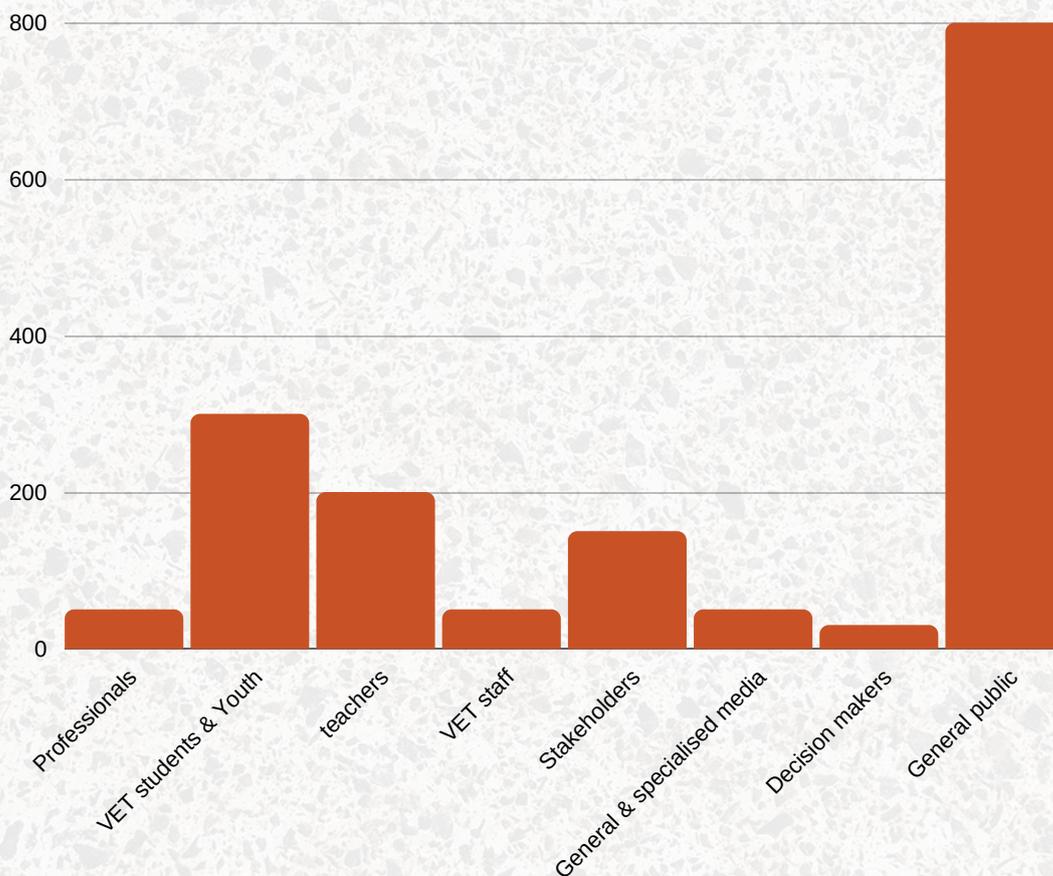
- **The professionals** and partners involved in the project.
- **Youngsters** studying VET courses on the following sectors: Manufacture and Engineering, Tourism and Hospitality, and Agriculture and Food Processing.-
- **VET teachers** working within the same educational fields.-
- **VET staff** and board directors in every partner country.-
- **Stakeholders** from education ministries, NGO's working with youngsters, coordinating networks, and members of the private sector within the sector areas to which SAAM is addressed.
- **General media & specialised media** who through our actions can feature SAAM's development and impact.
- **Decision makers** at the European and African main institutions
- **General and specialised media** will sometimes be the final target, and sometimes a step in between groups.
- **The general public**, understanding any citizen who is not under any of the listed groups above.

Regarding every and each target group, the approach, formats and communication tools **will be adjusted** to efficiently reach our communication goals. I.e., a formal invitation might be effective to involve a sector cluster; **but an Instagram post might be more efficient and engaging towards a group of participating youngsters.**

b. Quantitative goals

In order to correctly track and quantify the impact of our action, every partner will provide after the first meeting, it's own goals. As we understand, each local reality in SAAM's partner countries are completely different, and we firmly believe that each organisation has one or more strengths in order to reach certain targets. Combining all of them we can achieve great milestones.

At the beginning of the project, each partner will elaborate a plan to establish the goals and submit to the SAAM communication's team, who will supervise the numbers are balanced and all organisations bring as much as they can. See [ANNEX 8](#).



Example of targeted goals

c. Timeline

Communication and dissemination actions starts along with the approval and first release of the project. Asociación Mundus, always in cooperation with Centro San Viator, is the partner coordinating the communication and dissemination actions. It has the role of designing and providing the necessary platforms, templates, materials and protocols for internal and external communication within SAAM. Alongside, San Viator takes care of subcontracting the web developing company that will develop and manage **SAAM.WEB** (which includes **SAAM.WORKLAB**, the internal communication tool for the partnership), **SAAM.E-LEARNING** –the open source platform where the training modules will be hosted– and **SAAM.COMMUNITY**, the virtual space where to develop the long term network that will bring together stakeholders from the **SAAM** field.

The partners will have a crucial role when it comes to publishing and disseminating every step of the project at a local level. This implies a high level of commitment from the partners' side. For this task to be more homogeneous and easy, there are templates and useful materials for dissemination (see all ANNEXES of this document). Moreover, a training session and one to one sessions are foreseen in order to narrow down the dissemination strategy with each partner according to their local contexts, possibilities and target groups.

Each partner will submit four dissemination reports on the basis of a provided tracking tool (see [ANNEX 3](#)) to assess and prove the effectiveness and impact of every dissemination action. These will be presented as one of the main indicators of SAAM's impact and will serve as a compilation of good practices if they succeed. The following basic quarterly schemes show the basic communication and dissemination actions for SAAM, both for coordinators and partners:

COORDINATOR'S TASKS	2020			2021			2022			2023
	1Q	2Q	3Q	1Q	2Q	3Q	1Q	2Q	3Q	1Q
Creation of Diss. Plan	●									
Templates distribution		●								
Web page and online tools creation	●	●								
Social Media creation	●	●								
Newsletter		●		●	●		●		●	●
Visual identity	●									
General comm. report			●	●		●	●		●	●
Dissemination materials and goodies			●							
Meetings and events	●	●	●	●		●	●	●	●	●

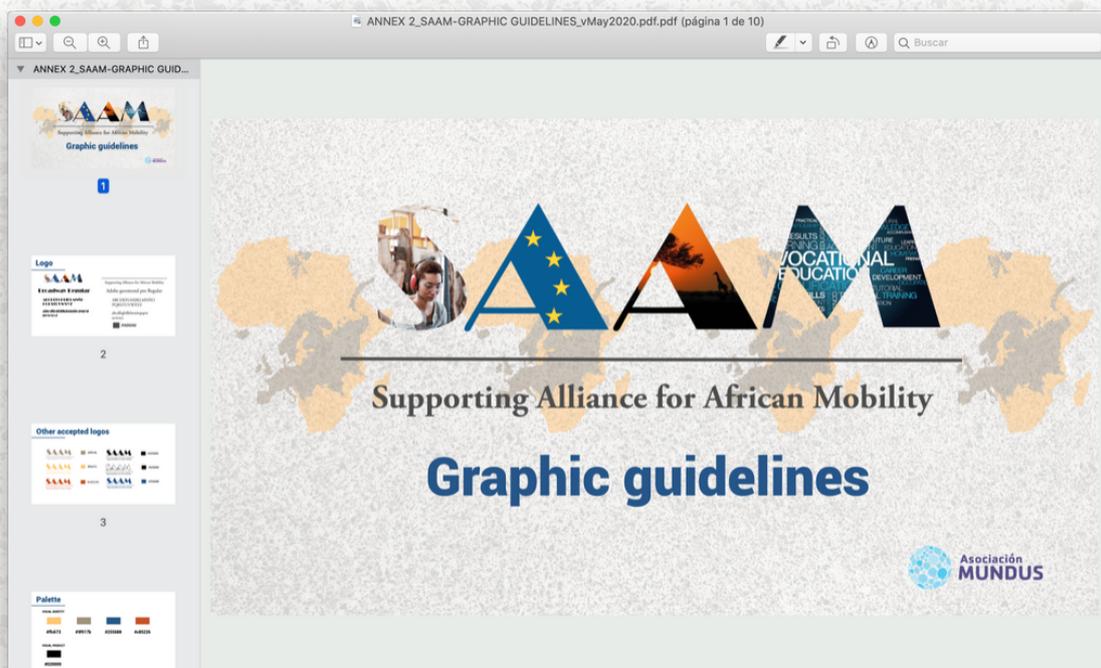
PARTNERS' TASKS:	2020			2021			2022			2023
	1Q	2Q	3Q	1Q	2Q	3Q	1Q	2Q	3Q	1Q
SAAM.WEB content		●								
Reporting of Flow 1		●	●	●						
Reporting of Flow 2				●	●	●				
Reporting of Flow 3						●	●	●		
Reporting of Flow 4								●	●	●
1 st dissemination report				●						
2 nd dissemination report						●				
3 rd dissemination report								●		
Final dissemination report										●
Local conferences			●				●	●	●	●

d. Internal communication

Internal communication refers to all the processes, protocols, procedures and tools that are going to be used for connection and communication among the partners and participants of the project. For internal communication, a set of indications, software and templates are defined on the following pages and annexes.

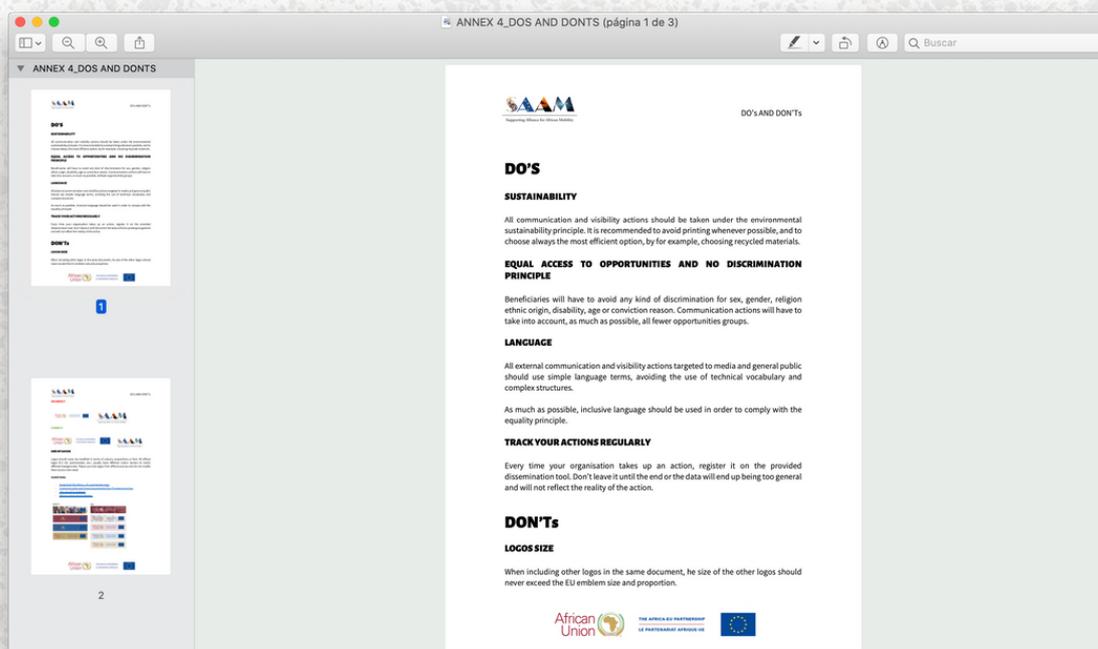
e. External communication

External communication refers to all the communication actions that are intended to reach target groups besides the partners of the project. There are plenty of options, formats and media that will allow us communicating SAAM's activities, milestones and results. For this purpose, there will also be indicators so all partners can follow the same guidelines, and therefore produce a coherent message and a homogeneous general image. External communication can be adapted to every local level, always following the general guidelines developed in the current document, as well as in the attached annexes, as the Graphic Guidelines (ANNEX 2).



f. Communication do's and don'ts

There are better and not as good ways of communication. As mentioned before, there are some set rules regarding the indications of the project's funder. Moreover, for a total success of our dissemination activities, there are best practices to follow, as well as red lines regarding this issue. We listed down a set of do's and don'ts for the communication actions. Please, see [ANNEX 4](#) to check them out.



a. SAAM.WORKLAB

Description of the platform

SAAM.WORKLAB is an internal network (a private workspace also known as intranet) specifically designed to provide support to a multidimensional international cooperation for educational mobilities. **SAAM.WORKLAB** is a virtual workspace similar to Trello or Basecamp, that will allow the partners to access the project's materials, service information, templates, documents, etc. This tool will allow the partners to be in touch, to follow the development of the project management, take part in the actions where they are required, and access a forum where to ask and answer the doubts that come up during all project cycle.

The working language of the interface **SAAM.WORKLAB** is English, although most of the materials uploaded will be translated into French. Only when needed, some materials might be translated into all languages of the project.

Functionalities

SAAM.WORKLAB is a private workspace to:

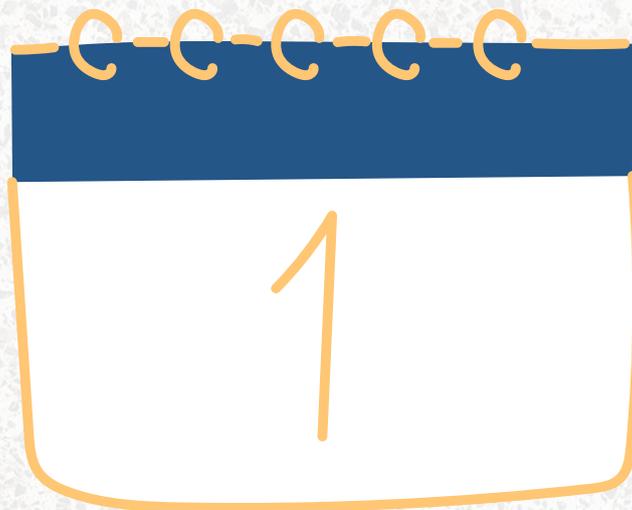
- Upload and access project's documents, training content, reports, templates, guides...
- Upload requirements, processes and documents to enable mobility.
- Carrying out online meetings and conferences.
- Reporting.
- Notifying announcements, events and deadlines.
- Internal communication and discussion.

To fulfill these purpose, the platform has the following functions:

Board-based. As most of the platforms of this kind, SAAM.WORKLAB has a board-based structure. Boards allow sorting the tasks and the access to the contents. There will be public and private boards depending on each role.

SAAM.WORKLAB will be the official tool for uploading the projects' main documents and materials, both from the coordinating and the partners' side.





Calendar. SAAM.WORKLAB has a public and shared calendar in which the main dates, milestones and deadlines will be set. Through the calendar, the partners of the project will receive reminders and notifications for those.·

Personal area and settings. Each profile is linked to a person (every decision maker of each partner), using their email address. There is a personal area in which the user can define their preferences, complete the personal information and choose the settings of the platform regarding notifications, display options, passcodes and access.·

Forum. There is a forum area in which every user can open a thread about a specific topic related to the project, comment on it as many times as they want and subscribe to threads. This functionality fosters a fluid and better connection among partners, sorting every conversation into areas and specific topics to enhance participation and contributions. At the same time, this tool allows equip the project with the transparency required for a project funded with public resources.·

Notification area (integrated with e-mail on demand). Every time that a task is assigned to someone, or that someone receives a message or a reminder, as well as when a subscribed thread is updated, the user will receive a notification through SAAM.WORKLAB. Furthermore, if enabled, the user can choose to receive the notifications in their email, too.

Webinar room. In the platform, there is a webinar room to be used for online meetings, webinars and online trainings. In some cases, this tool might be used for special announcement or problem-solving sessions. Every partner will need a good internet connection, a set of headphones and a web camera to be able to join the online sessions.

Data protection. SAAM.WORKLAB complies with the GDPR regulations in Europe, thus there is a specific disclaimer explaining how the management team and third parties are going to process and treat personal data. To have full access to the platform functionalities, the user must accept the GDPR disclaimer after reading the privacy policy.

Tech support. The platform has been designed, and will be maintained and updated through a subcontracted organisation (Pi-Consulting). The website includes a contact form in case the users experience any sort of technical problems, as well as if they have a suggestion for improvement.

Access and use

SAAM.WORKLAB is a hidden part of SAAM.WEB, to be accessible through a log-in box in the website display. Every partner involved will create a personal profile to interact and work through the platform.

Creating a profile at SAAM.WORKLAB is one of the first tasks that the partners need to carry out, as it will be the main working, managerial and disseminating space throughout the project. More information on how to do it, as well as a short guide on how to use the intranet will be delivered when the platform is ready and fully-functioning.



Maintenance

The platform and web is designed by an external partner, a Greek company with a proven experience on European projects.

The project's applicant, **San Viator**, has launched and supervised a call to choose Pi-Consulting to be in charge of the design and maintenance of the website, in coordination with the project's managerial and communication boards. San Viator is in charge of supervising the right functioning of the platform and website, supported by SAAM's communication manager and the external web developers.

The company Pi-Consulting will review and assure that the network is properly working at all times, **especially at the main peaks of the project.**

Coordinators and partners having a specific work package to lead will manage their own documents and materials. However, every partner of the project is committed to be active and attentive at the platform, to read the general announces and reminders, as well as to comply with the project requirements in terms of reporting through it. **The specific reporting protocols will be developed throughout the project in specific communication meetings.**

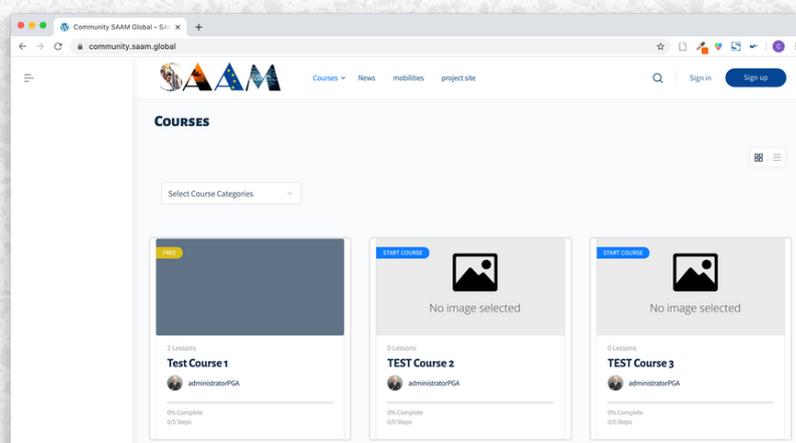
b. SAAM.E-LEARNING

Description of the platform

SAAM.E-LEARNING is a MOOC (massive open online course) platform. It is a virtual working space that represents a meeting point between the partners of the project and the participants of the mobilities, and it will stay open after the project ending date as an open source of training materials. **This platform will enable the creation and sharing of the various modules** of content on the three field areas that the project is tackling, as well as international mobility training materials.

The platform will be available after the first flow of the project: European teachers going to African centers. Since the beginning of the project, there will be a peer-to-peer assignment through which European and African professionals will link together. After the mobility, the peer centres will work together on the different modules.

The working language of the platform will be English, and some materials will be translated into French, or other languages when relevant or necessary.



*Beta version

Functionalities

The platform **SAAM.E-LEARNING** will provide access to the outcomes that peer work between continents will generate. The content of these training modules will be created by the VET professionals involved in the project, who have already been assigned a fellow worker from the other continent. This part of the project will be coordinated by the partner **CNOS FAP** and it'll be accessible from **SAAM.WEB**, once it is open.

Access

The platform will initially be accessible to all, regardless of being a partner of the project or not. After it is designed and the contents are created by the peers, a short guide on how to use the platform will be delivered.

Maintenance

The maintenance of **SAAM.E-LEARNING** will be ultimately the responsibility of the project's management board, in coordination with **SAAM's web** developer and **SAAM** Communication area. After the project has finished, this content and materials will be kept public as one of the main outputs of the project. This will enhance further discussion, assumptions of good practices for future experience and a precious training content to be **publicly used within the VET sector**, giving the project a sustainability after the ending date.

c. Other tools for internal communication

EMAIL

Beside SAAM.WORKLAB, we will frequently use e-mail for internal communication. There will be a database with all the partner's contacts, accessible through SAAM.WORKLAB. Please, provide an email account to which you access frequently.

You will receive emails from different accounts depending on the area of the project. Each working team and manager of SAAM has a specific email account so as to respond as narrowly as we can to your queries. Please take note of the following:

alfredo@saam.global and **beatrice@saam.global**. Alfredo Garmendia is the Project Manager of Centro San Viator, the project Applicant. San Viator is in charge of the SAAM management, financing and head of SAAM. Beatrice Bellet is the International Chief Strategic Officer of Asociación Mundus, the project coordinator. Mundus will be coordinating SAAM during the whole project life. They both must be copied (CC) in every relevant communication regarding the project management. They will and must be addressed for very relevant matters and decisions affecting the course of the project, or managerial issues which technicians are not in position to handle. They will either contact you in the same regards.

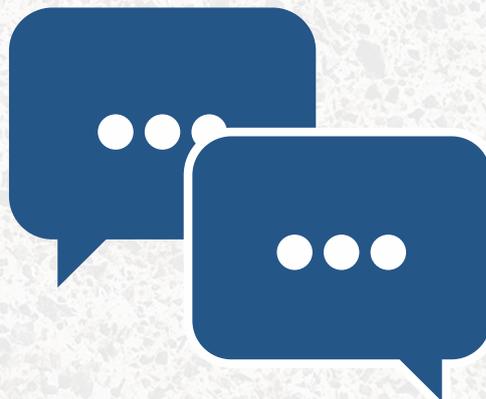
technician1@saam.global. This email will deal with the general coordination and technical aspects of SAAM. This email will give support to all the partners, assist to any issue, problem or concern that may arise and project follow-up. Please, use this email before addressing Alfredo or Beatrice directly.

administration@saam.global. This email account is set to handle any financing and administrative issue concerning SAAM and its activities. Any matter in terms of contracts, budget, expenses and administration should be addressed to this email.

communication@saam.global. This email account should be used to tackle issues regarding the project's general communication, to handle the dissemination activities and reporting, to provide content for the website and social media platforms, etc.

quality@saam.global. This email account is the one used by the SAAM Quality Control Team and will be run by AKMI and Asociación Mundus. Every communication regarding SAAM Quality Control, such as surveys, results and outputs evaluation, questionnaires after the meetings, etc. will be dealt with this account.

mobilities@saam.global. This email account will cover all the aspects related to mobilities for the different flows of European staff, African staff and students: pre-departure arrangements, travel logistics, accommodation, visas, vaccination, travel tickets, etc.



PHONE CALLS:

When an urgent issue arises, a telephone call might be the most effective way of communication. Partners will have access through **SAAM.WORKLAB** to a **directory gathering the partner's contact details**. Partners should provide a telephone number for very urgent matters.

VIDEO CONFERENCE:

For long distance meetings and conferences, a video call between partners is a useful way of tackling general or specific issues of the project. We strongly recommend the use of the webinar tool at **SAAM.WORKLAB** rather than using third parties' software.

THIRD PARTIES MESSAGING APPS:

We will try to avoid sending official information of the project or personal data (for instance to manage the mobilities) through external messaging companies such as Whatsapp, as we can easily lose the traceability of what has been done, as well as it does not comply with the Data Protection EU law (GDPR), which the project is regulated by.

However, for day to day communication, the partners and the board might agree on using one of them as a complementary tool for immediate day-to-day communication that does not include personal data or confidential information.

a. SAAM.WEBSITE

Description of the platform

SAAM webpage is the open book to society, which reflects what SAAM is, what it aims at, who the partners are, which activities are planned or have been carried out... It is also a way of transparently report the work we are doing, how the activities are developed, the main achievements and milestones.

SAAM.WEB has been developed by Pi-Consultant, and it is and will be fed with content by SAAM communication team. However, the partners are committed to send the materials needed for online dissemination through the website, so the partners will be asked to send materials in accordance with their role in the project.

Good examples of material to feed the website:

- Success stories related to SAAM
- Known good practices
- Events of the project taking place at a local, regional, national level
- Featured SAAM info on other channels
- Booklets, leaflets, and any other visual results from the project
- Material that can enhance the impact on the website. It is also encouraged that **all partners share the website with local media, clusters, institutions and other interested parties so as to multiply the overall impact of the project in every country involved.**

The working language for the website will be English.

Functionalities

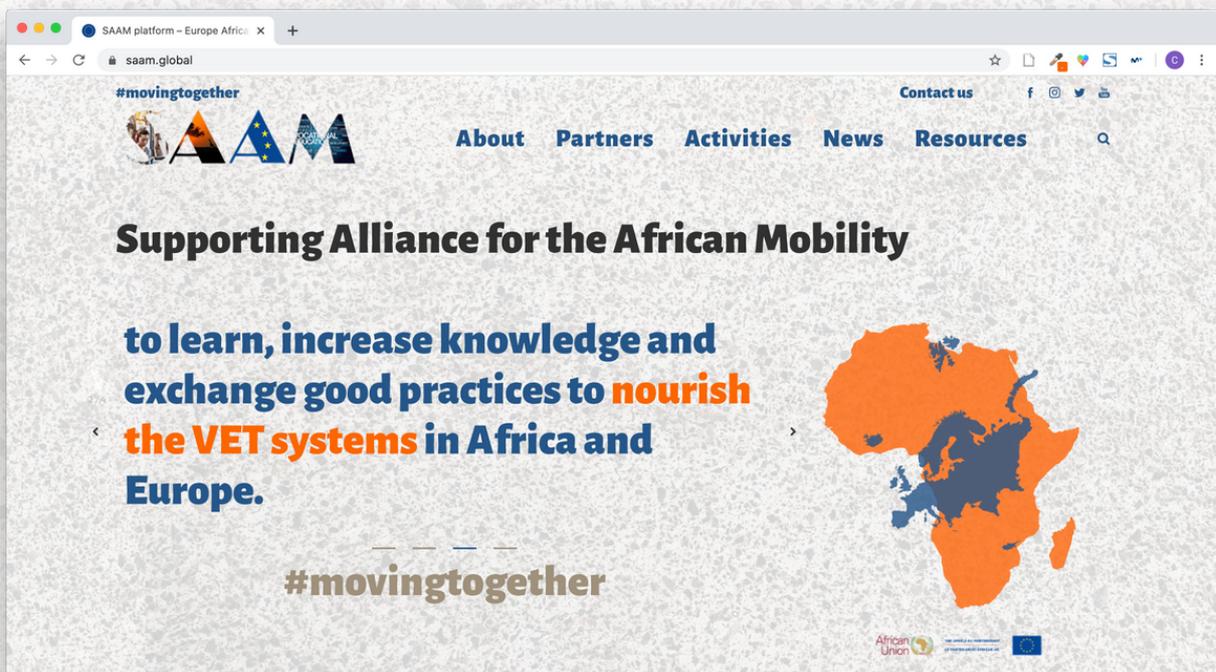
SAAM.WEB, as mentioned, is our window to the world. We can easily reach everyone and get them informed through it. That is why SAAM.WEB is a combination of:

- **Static informative content** that defines the main features of the project. This is a content that is included from the very beginning of the project and that is intended to be constant for the whole project duration.
- **News and updates.** It is the more dynamic part of the website, including highlights on the main page of the project, dynamic content (such as the projects calendar and events) and news.



SAAM.WEB content

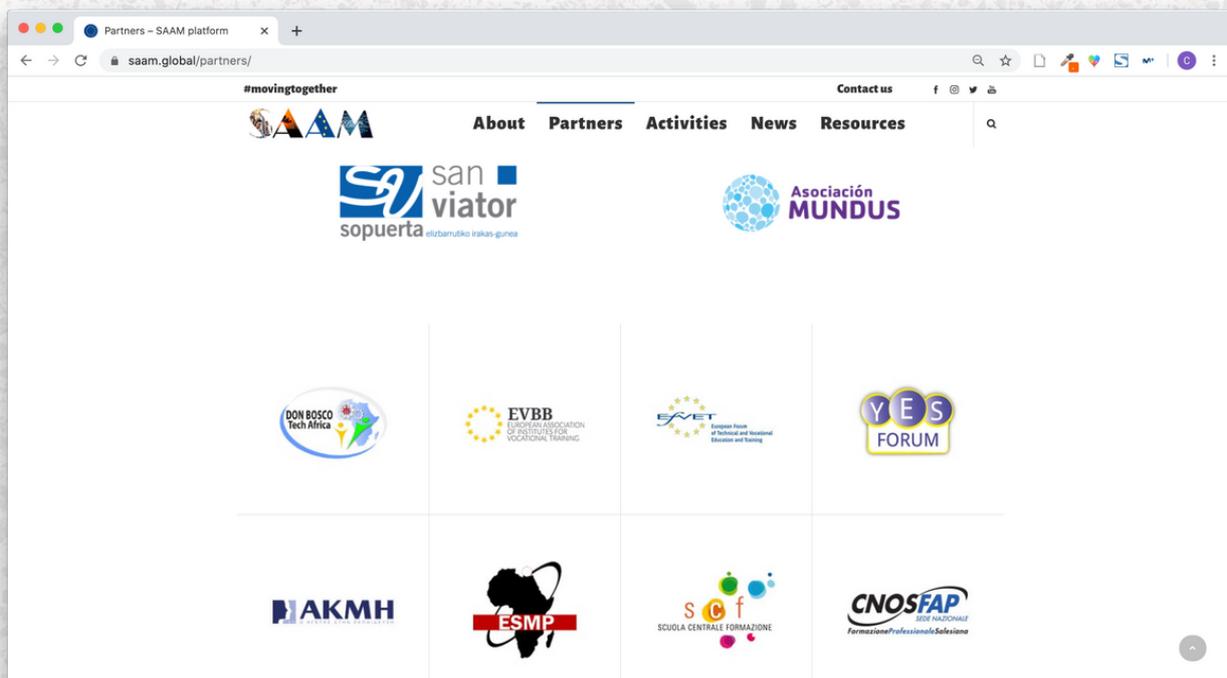
HOME: Main page of the project including between seven and ten blocks that contain the highlights of the project through a slider, a summary of the SAAM numbers, some testimonials, a map of the countries involved, among others. The blocks of the HOME page will be quite static, although they will be adapted to the different phases of the project.



*Beta version

PARTNERS: This section of the webpage includes a compilation of the partners involved in SAAM and their role and suitability within SAAM. The content for each partner's page must be provided by the partners themselves, either in English or French, and following the template given.

The definition of the partners must be tailor-made for the purpose of the website, **with original content and focusing the description on the role of the partner within the overall objectives of the project.** Please do not provide with general descriptions that can be copy and pasted from your website: let's all contribute to reflect how unique SAAM is and how high we are committed to its aim.



*Beta version

ACTIVITIES: This page is half static and half not. It is the page in which all the activities of the project will be explained in depth, but also the place to add the result of them when they are being carried out along the whole project. Therefore, it is both a prevision of what will happen in **SAAM** in terms of activities, but also a repository of results related to those activities.

NEWS: This page is the newsfeed section of **SAAM**, that will be fed with every step taken in our joint journey. It will be fed by the communication team and updated with this content by the web developers. However, we encourage the whole partnership to send any proposal or piece of news that can be of interest, so as to collect a diverse set of contents to be shared.

CONTACT: Contact box for users outside the partnership network in order to get more information, collaborate or express doubts or queries to any of the areas of the project.

OTHER: **SAAM.WEB** includes a log-in box form partners to access **SAAM.WORKLAB**, and another one to join **SAAM.E-LEARNING** and **SAAM.COMMUNITY**. Besides, it has the links to the social media channels of **SAAM** and some other side features.

Access

SAAM.WEB is an open website accessible worldwide to every person having an internet connection. **SAAM** web developers work at a **Search Engine Optimisation (SEO)** level for it to be as visible as possible online. Besides, the website is as much responsive as it can be, in order to be accessible and well displayed in every portable device, such as mobile phones and tablets.

Maintenance

Pi-Consultant is in charge of **SAAM.WEB** maintenance during and after the project lifespan, always in cooperation with the project's managerial board and the communication team.

If there is any malfunctioning or you have some improving ideas for tools and functionalities of **SAAM.WEB**, you are welcome to share it with us through the contact form within, or by sending an email to communications@saam.global.



b. Other online communication tools

Being online means being alive (and the other way around). This is why, beside the efforts to build up and establish a powerful and useful website and internal tools, we consider that it is crucial to be present at every major social media channel nowadays. This strategy will not only multiply out dissemination target units, but will also give **SAAM** the needed nuance when it comes to reaching specific communities targeted.

In accordance to a previously defined online strategy set upon the basis of online marketing pillars, **SAAM** has built a series of social media channels that will serve and complement the project's online strategy for its whole lasting. They are the following:

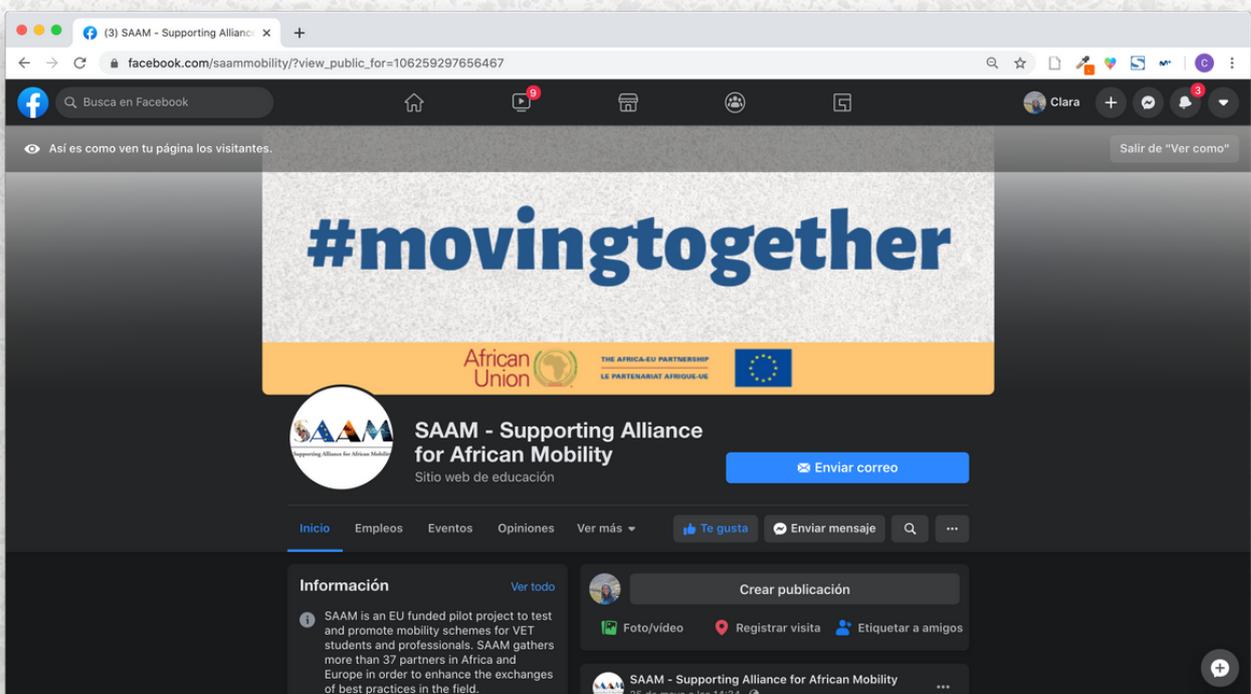
Facebook page

SAAM has enabled and will be actively feeding a **Facebook community**. We understand the power of this ubiquitous social media tool and we will use it in accordance through a cohesive community in the form of a Facebook page. Please see by clicking on the banner or at:

facebook.com/saammobility/

This page is to be frequently fed with original content by the communication team in **SAAM**, but the fact that we have this community allows everyone to have a space for sharing within the project.

Please note the importance of **not using Facebook as a working tool** for other purposes than dissemination; there is a whole complete and functional tool, **SAAM.WORKLAB**, designed for this matter. By contrast, you are encouraged to use the **Facebook** page to reach communities online that might be interested and benefitted by the project. So, from the communication team we ask to tag the **SAAM Facebook** page as much as possible in your own social media, to enrich both your organisation's social media and the project ones. Let's all **together** feed it with content, useful materials and positive discussion over the project's topics.

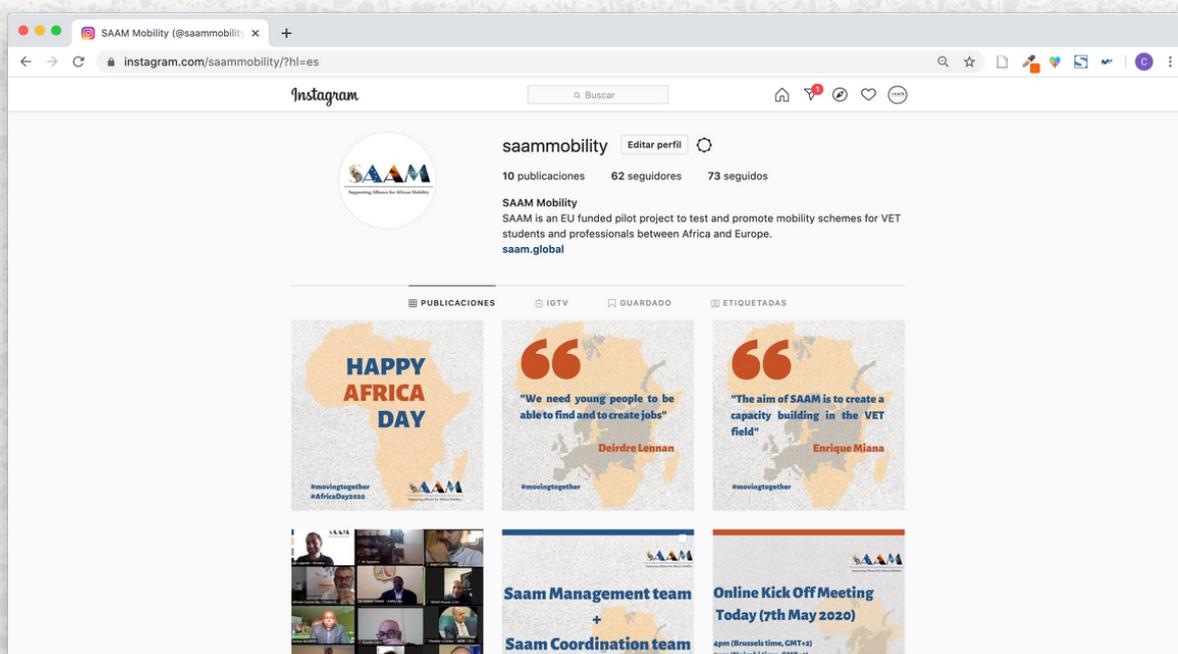


Instagram page

As well as the Facebook page, SAAM has an Instagram profile to share the content and features of the project in the form of graphic material. You can access and follow by clicking on the banner or through the following link:

[instagram.com/saammobility/](https://www.instagram.com/saammobility/)

Based on our experience working on international mobility, we strongly believe that an Instagram page is a powerful visual tool to share the project features and results. However, we are aware that, due to the partner's dispersion and the project timeline, there will be limited material sometimes. In this sense, we once again encourage you to address us in case you have some image or video that can be of use for feeding our channels.



In the meantime, the communication team will upload graphic original content to SAAM Instagram profile on a weekly basis, trying to reach out a high level of engagement on some of our target groups, **especially for youngsters and institutions.**

When activities involving mobility of people take place, it would be a crucial and peak moment to gather photos and video for this purpose. Moreover, from time to time, SAAM communications team might ask the partners for some information, logos, pictures or any other material needed to cooperatively feed our social media accounts in a way that **everyone and every local reality is reflected within.**

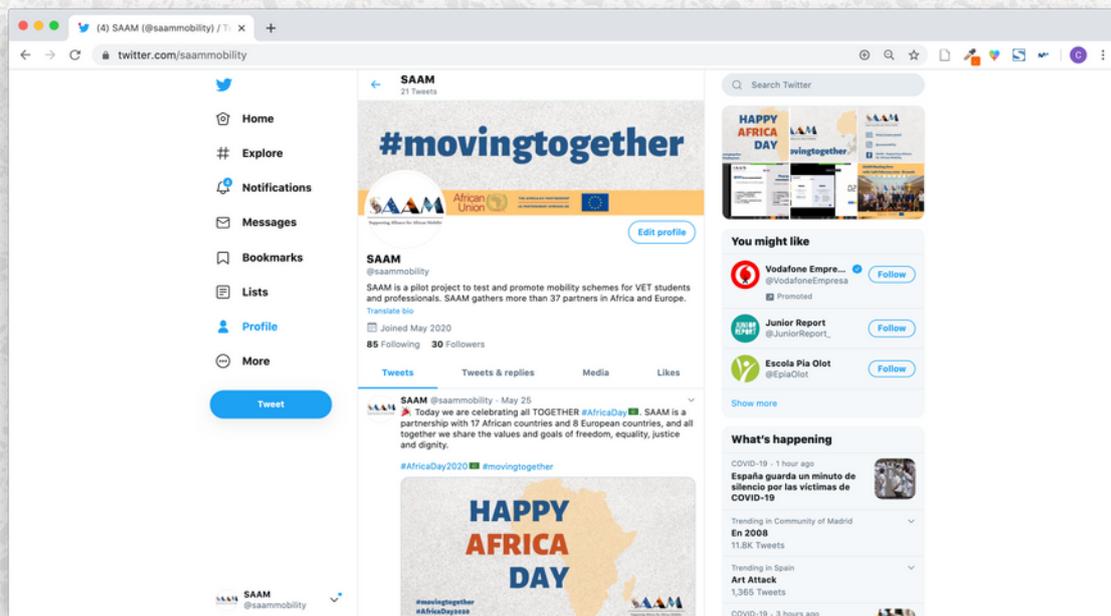
Of course, in case of having an Instagram account on your own organisation, **do not forget to tag SAAM instagram** username to be able to nourish easily the channel with original content coming from our own partners.

Twitter page

SAAM has also a Twitter page:

twitter.com/Saammobility

Although it has obvious limitations in terms of depth of the content, it is a great compilation tool and a well segmented community that serves SAAM as a speaker in narrowed environments where the interested parties usually interact.



Twitter will indeed give **SAAM** followers a quick update of whatever is happening within the project itself (through containing the links of our own websites); but it will also provide an overview to get to know other actions in the VET field and international projects, **as well as it will share the partners steps within those.**

Newsletters

SAAM has an official newsletter that is to be distributed among the project partners, **associated parties and other target groups through email every six months** (or, if needed, in other specific moments that might be needed).

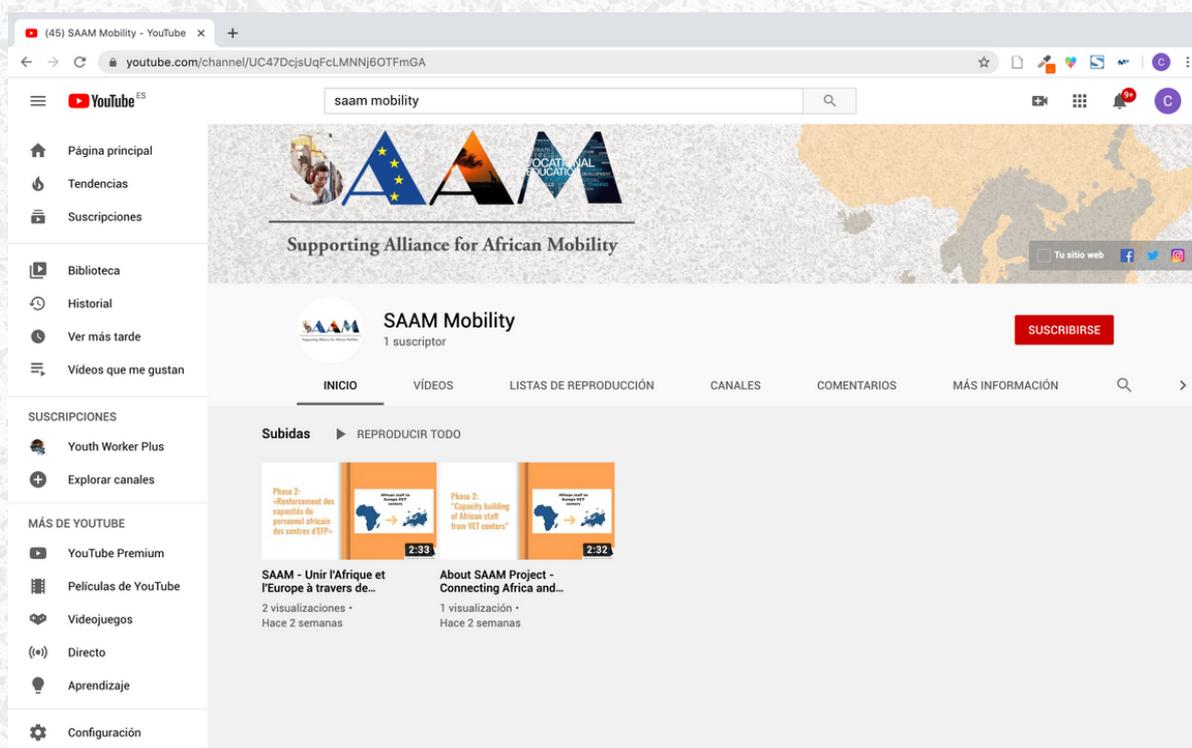
The content of these newsletter will respond to the phase of the project, the results and highlight of each period of the project. There will be in-depth articles, news, interviews and announcements regarding the milestones of **SAAM**. Of course, all partners are appealed to suggest any topic or local activity they want to be reported at the general newsletter.

Additionally, for the sake of **SAAM's** flux of internal communication, every 15 to 20 days, at least until the Kick-off Meeting, the partnership will receive a PDF internal newsletter (the Logbook), with the purpose of transparently updating all the partnership on the work that is being done from the coordination and managerial spheres.

Youtube channel

SAAM has enabled a Youtube channel with the sole purpose of serving as a content box for all the video material generated by and for SAAM. Despite the fact that it will strongly serve for the project's dissemination, the Youtube channel will not have a stable engagement and content strategy such as the other platforms described. On the contrary, it will only be used to host the videos and generate a link to either share them or embed them in other platforms.

SAAM Mobility Youtube channel



c. Offline communication

Although due to the obvious geographical boundaries most of the project's communication and dissemination actions will be online, there will also be some moments in which human contact will be a reality.

Conferences and seminars for partners. There will be some specific meetings and training seminars throughout the project in which we are going to be together for some days. These will be the perfect moments for informal talking, face-to-face problem solving, individual sessions to clarify doubts, etc.



Moreover, in terms of communication and for the best overall dissemination of the project, these joint moments will be the perfect occasion to collect the video and photo material that we may need to present the partner organisations, testimonies and insights of the ongoing activity, as well as to create small reports and interviews.

To do so, before each meeting and seminars, we will communicate the specifying plans for coverage in case you want to prepare for it or bring any material needed.

Each person participating in these types of activities will have to sign a consent form for image rights usage and policy, in the terms provided by the **European General Data Protection Regulation (GDPR)**. The template document to do so will be uploaded to SAAM.WORKLAB in case any partner needs it for their local dissemination activities ([ANNEX 5](#)).

Printed material and other

SAAM has a specific budget line for the design and printing of some materials for the project. In this regard, we have designed:

Four roll-up banners that, when put together, create a pattern with the logo of the project. These will be kept by four key partners of the project and brought to every major session of it.:



SAAM general flyer. Copies of an A5 printed flyers displaying the key features of SAAM will be distributed among the partnership. These will be the official basic information printed units to distribute within the local communities.

Office supplies. It is planned to create different office supplies based on **SAAM general image**, which will be handed out to the partners at the official Kick Off Meeting, or alternative, the first time we have the chance to be contact. Those will be, at least, a tote bag, a notebook and a pen. The set will also be given to the participants of the mobilities in order to provide with some goodies they may need during the stay.



Specific leaflets. For explaining in depth some activities of the project, specific leaflets will be designed ad hoc.

Printed documents. There are some informative and training documents that will be printed and handed out among partners to better understand specific parts of the project, activities and plans.

Local dissemination events

Each partner has the dissemination task of hosting a local conference or event gathering, at least 50 attendants, including local authorities and institutions, decision makers and interesting par of TVET.

These events or conferences are intended to multiply the impact of the project at the many local levels, therefore it is crucial that the local media is present, so as to cover the meeting and be able to **broadcast the event and generate impact.**

There must be proof of having carried out the event through the call for participants and the attendance list. They will all be included in the partner's reporting through the given dissemination tracking tool (see [ANNEX 3](#)). For this purpose, pictures and video should be taken, a signature sheet must be filled-in, and all the links **generated must be included in the dissemination tracking tool.**

SAAM communication team has designed a protocol for maintaining a common and consistent image throughout the life of the project and regardless of the partners involved. We want to make SAAM recognisable wherever it is shown, so every detail is crucial to make a well-known brand out of it.

We have to take into consideration that, being in such a huge and relevant project, there are some guidelines that will help SAAM having the impact that it deserves. We are providing the fonts, logos and templates to maintain a cohesive and coherent general image. All the resources at your disposal below and in annexes, but they will also be available at SAAM.WORKLAB. Please feel free to contact communication@saam.global in case you need additional help in this regard.

a. Fonts

There are two kinds of fonts to be used for creating your own materials, section at the website, leaflets for local dissemination... These are:

TITLE 1 - ALEGREYA SANS BLACK

TITLE 2 - ALEGREYA SANS BLACK

TITLE 3 - ALEGREYA SANS BLACK

Body text: Assistant regular

The chosen fonts are available in the latest versions of Microsoft Word and can be easily installed, if not available, in every text and graphic editor. If the fonts **Alegreya Sans Black** and **Assistant Regular** are not available in the tools of your computer, you can **download them from [Google Font](#)**, or find them in [ANNEX 6](#).

[Click here](#) to find **Alegreya** fonts on Google Font. Then, push + Select this style on the top right of the page and download the family font from the bottom of the window on the right.

[Click here](#) to find **Assistant** fonts on Google Font. Then, push + Select this style on the top right of the page and download the family font from the bottom of the window on the right.

b. SAAM logos

You may not know, but SAAM logo was designed by a VET student from the applicant Centro San Viator. He wanted to represent the combination of some of the features of the project.

SAAM logo must be included in every communication that every partner makes. In order to make it easier to use, we have adapted the logo so it can be used with different backgrounds.

The following are the only accepted versions of the logo. An editable version of it is available to download at SAAM.WORKLAB and in [ANNEX 7](#).



Supporting Alliance for African Mobility



Supporting Alliance for African Mobility

#9f91fb



Supporting Alliance for African Mobility

#020000



Supporting Alliance for African Mobility

#ffc673



Supporting Alliance for African Mobility

#020000



Supporting Alliance for African Mobility

#c85226



Supporting Alliance for African Mobility

#255688

c. Templates

In the line of maintaining a homogeneous image for SAAM, templates are provided for all the documents partners may need to create.

Either in attached and at SAAM.WORKLAB templates for documents are designed for the partners to use them in every communication they make. See [ANNEX 5](#) to access:

- Microsoft Word template for general documents
- Microsoft Power Point presentation template
- Template for minutes
- Template for recording or photo consen
- Signature sheet template



ATTENDANCE LIST

**SAAM: [NAME OF THE EVENT]
[PLACE], [DATE]**

#	Name	Organisation	Role	e-Mail	Signature
1					
2					
3					
4					
5					
6					
7					
8					

More templates will become available during the project according the the needs that arise. Please, make sure to use them as explained.

Every organisation will have to appoint a communication assignee after the Kick-off Meeting. This person will work in cooperation with SAAM communications team and will coordinate the following tasks at an organisational level.

Internal communication

Each partner must commit to responsibly **having the communication flows open** at every level for the sake of the project. This means having a reasonable time frame for responding to emails and announcements, especially when it comes to urgent or very relevant issues that may imply decision making or purchases. This can be translated to a maximum of one week for non-urgent issues and three working days for urgent ones.

The partners are kindly asked to follow the protocol when addressing SAAM board and people in charge of work packages. The main channel for internal communication, especially for delicate and decision making issues, will always be written and by email, addressing first the technicians assigned to each area and, after that, escalating to the board for **non-solved issues or queries**.

As for the meetings between partners or with the work package leaders, all the content addressed will be written down in the form of **minutes**. The sessions might be also recorded for future access and for the people that could not attend not to miss any information. Templates for minute documents are provided at **SAAM.WORKLAB**.

SAAM Website

The communications team of Asociación Mundus (along with the external web developers and under the supervision of SAAM's board) is assigned to keep the website fresh and updated in terms of content and functionalities. Nevertheless, it will be the responsibility of each partner to provide the necessary information for this task to be carried out. At least, each partner will need to:

PARTNER'S PAGE IN WEBSITE. To write a 1.500 to 2.000 character piece of text (spaces included) about the organisation's mission, their role and contribution to SAAM and their expectations for the project.

PARTNER'S LOGO AND LINK TO WEBSITE AND SOCIAL MEDIA. To send the organisation's logo in the best quality afforded, preferably in the format .png and .jpeg. If the partners have access to it, please send the editable file, too.

ACTIVITY UPDATE. After each activity taken up at the project, each organisation taking part will write a report to publish at their website and/or social media. The link to the article must be both added to the dissemination tracking tool and also forward it to communication@saam.global, with a short description of the content.

Bear in mind that the pieces of content produced by each partner should not only include an explanation on the event or action carried out, but a deeper overview containing the objectives, the results obtained and the following actions to be taken.

VISUAL MATERIAL

The partners will be asked, to the extent permitted in each case, to send photo and video material of their organisations in order to generate contents for SAAM website and other platforms for dissemination.

PARTNER'S WEBSITE AND SOCIAL MEDIA

All partners will have visible references of the project in their own website containing, at least:

- SAAM Logo
- EU-AU partnership logo
- Brief description of the project and own contribution to it
- Link to website www.saam.global and social media channels
- Contact e-mail for the press to address either the person in charge of communication at every organisation or SAAM general communications team at communication@saam.global

All common logos can be found in high resolution at SAAM.WORKPLACE or [ANNEX 7](#).

Testimonies and interviews

SAAM has ambitious dissemination plans to target every institution and individual get to know about such a relevant and unique project. We want all the people that are part of SAAM to be a crucial part of it. For this to happen, every person involved at the project will have a voice, in the form of a testimony.

Before, during and/or after the mobilities of staff and students occur, **the participants must be committed to contribute with a piece of written or recorded testimony about the mobility.** This content will be uploaded to the website and social media channel, as it will be distributed to the project's targets for dissemination.

Complimentary, **SAAM** communication team will carry out video interviews with participants and partners of the project. Joint activities will be preferred for the purpose; however, telematic interviews might be held if necessary.

We ask the partners for full cooperation in this sense, both for participating with their own testimonies, as well as to actively foster this content creation and sharing for the sake of the project, always with the full support of **SAAM** communication services. The results will be a collective and cooperative logbook covering the whole duration of the project.



Local media contact

As already acknowledged, one of the most powerful features about SAAM is its strong partnership, that includes many partners at 25 different countries in two continents, with a strong commitment from the EU-AU partnership. This formidable joint of skills and efforts has to be responded with a huge responsibility in terms of local dissemination.

Our efforts will be directed to encourage the partners to actively look and contact their local media or spaces to which we can communicate SAAM's development and results for a higher and multi-layer level of impact. In this sense, every partner is asked to make a small research to collect and contact the local media and institutions that will multiply the dissemination activities to a larger extent.

Every partner will be asked to deliver a short list including at least **five local media and/or institutions and their contacts in order to disseminate the project's evolution.**

Partners are encouraged to contact their **local newspapers, radio and television stations, education providers (especially VET), youth centers, social resources and institutions** and whatever other interested party for them to serve as a speaker of SAAM's word. All resources that might be necessary for the partners to establish contact with local media and institutions will be partially provided by the communication team, as it is also expected that each partner organisation generates its own content according to the local context.

This action will lead to the creation of a general media database. The database will receive the latest updates through press releases, tailor-made content, invitation to local conferences and events and other features.

IMPORTANT: WE HAVE TO DO IT TOGETHER

THE SAAM COMMUNICATION TEAM WILL DESIGN, CREATE AND SEND CONTENT. HOWEVER, IT IS EACH **PARTNER ORGANISATION** SOLE **RESPONSIBILITY** TO BE FEATURED AND HAVE LOCAL, REGIONAL AND NATIONAL IMPACT IN THE MEDIA, OVER STAKEHOLDERS AND RELEVANT INSTITUTIONS, AS WELL AS TO REACH THE GENERAL PUBLIC IN EACH COUNTRY.

AS DIVERSE AS SAAM PARTNER COUNTRIES ARE, WE BELIEVE THE **BEST WAY TO BRING DOWN SAAM VISIBILITY TO LOCAL REALITIES**, IS TO AVOID NARROWING DOWN SPECIFIC ACTIONS AND GOALS.

As mentioned several times along this document, the scope and relevance of the project requires a high commitment from every partner involved to multiply the impact of it at different levels. The premise taken for SAAM is that the more dissemination actions every partner conducts, the better.

Every partner taking part in SAAM is required to carry out dissemination activities for the project and to track them down. SAAM communications team has created a common tool and procedure for all the partners to be able to report each and every dissemination action carried out in a homogeneous and simple way. The template can be found under [ANNEX 3](#).

Dissemination tracking tool

SAAM.WORKLAB, the working space for the project, will provide the tool for effectively reporting every dissemination action of the partners, which you can also find attached to this document. It is an easy but complete Excel file that will allow partners to write down every action taken in terms of dissemination for SAAM. It has different boxes for each action to be detailed in short words to define the type, scope and extent of each dissemination action. Those boxes are intended to collect:

- 1. Name of the dissemination action.** Write a name in few words that describe the action. Example: “Article at Asociación Mundus website”.
- 2. Status.** Is this action already done? If so, write “DONE”. If not, write “PLANNED”

3. Description. Write a short description of the actions, sufficient for future gathering and explanation on it. Example: “2.000 word article at Asociación Mundus website explaining SAAM and its role in the project”

4. Channel. Specify the channel used for the dissemination action: partner’s website, Facebook, Twitter, partner’s newsletter, posters/leaflets, Whatsapp, conferences/talks, press release, street promotion, mailing, television, radio, local newspaper, institutional website, bulletin board, etc.

5. Language. Write down the language in which the dissemination action was carried out.

6. Date. Write the date in which the dissemination action was carried out.

7. Made by. Write down who performed the dissemination action. Was it the partner itself, an associated organisation/institution or both?

8. Level. Choose the level of impact of the action between: local, regional, national, EU/AU, organisation (within the partner’s inner community), global.

9. Target group. Who was this action taken to? It might refer to general public, users of the organisation services, staff of the very organisation, local partners, institutions, VET professionals, youth, VET students, local/regional/national decision makers, etc. In this case there are a few options possible to choose in the file. We have kept them general to make sure all groups are included. Please do not change them. Having a unified list of target groups will help our Quality team measure and evaluate precisely the quality of our work.

10. Link or evidence. A link is the most common way to provide evidence of a dissemination action. Please include the links or any other evidence through which accessing the piece of dissemination, if available.

11. Indicator. Write down, when known, the exact number of target units to which the dissemination action was delivered.

12. Indicator unit. Write down the dissemination unit, such as people (general public, students, staff...), media stations, institutions...

13. File. Attach any file that reflects the effective action, such as a word document or as screenshot as a proof of the action. This section is mandatory in case a link has not been provided in the former column.

14. Reported. Is the action already included in the periodic reports? Write yes or no.

15. Date of reporting. Write the report in which you reported the action. Example: Report 2 November 2020.



Reporting procedure

Partners will be asked to report what has been done four times throughout the life cycle, by providing the dissemination tracking tool in order to create the general dissemination documents and reports. The deadlines will be announced and reminded through SAAM. WORKLAB online working space. The exact procedure for it is as follows:

- 1. The partners' assignee for dissemination activities will fill out the dissemination tracking tool with the actions as they carry them out. We highly recommend keeping it up to date as much as possible, so you do not have to collect them later.** Experience reflects that it is much easier this way and it reduces the possibilities of missing information on the way. Before creating the report, it should be reviewed and the indicators updated.
- 2. The communications team will remind the deadline for reporting of dissemination actions two weeks ahead.** Each partner will have to review and make sure that all actions performed are included and try to fill out the tracking tool with as many items as possible.
- 3. For each period of reporting, the partners will have to write a 1,000 to 2,000 words report (in English or French) describing the actions taken, the target groups reached, and the expected or acknowledged impact.** These reporting units will contribute to the general dissemination reports and, being them mid-term, will serve as a way of assessing and potentially improving SAAM's overall dissemination strategy.

4. The only tool for reporting will be the given tracking tool, so the collection is homogeneous and unified among the partnership. The collection of partners' reports will only take place through our online working space, SAAM.WORKLAB.

Both the tracking tool and the dissemination reporting procedure will be explained in depth on the first quarter of the project. Moreover, one to one sessions will take place along the project cycle in order to narrow down the actions to local levels and to solve possible individual doubts of the partners.

5. At the end of each reporting period we will cross check to what extent the goals have been met and re-plan actions if needed in order to stick to the prevision or decide if it has to be modified.

ANNEX 1_The Africa - EU partnership official graphic guidelines

ANNEX 2_SAAM Graphic Guidelines

ANNEX 3_SAAM Dissemination tracking tool

ANNEX 4_Do's and Don'ts

ANNEX 5_Templates

- 5.1. SAAM Attendance list
- 5.2. SAAM Image consent for image template
- 5.3. SAAM Minutes template
- 5.4. SAAM Presentation template
- 5.5. SAAM Word document

ANNEX 6_Fonts

- 6.1. Alegreya Sans
- 6.2. Assistant

ANNEX 7_Logos and disclaimers

- 7.1. AU Logo
- 7.2. EU AU Partnership Logo
- 7.3. EU Logo
- 7.4. Logo SAAM
- 7.5. SAAM Disclaimers

ANNEX 8_Dissemination goals

[Download all documents here.](#)