



Co-funded by the Rights, Equality and Citizenship Programme of the European Union

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FORUM

FOR Unaccompanied Minors: transfer of knowledge for professionals to increase foster care

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Communication & Visibility Plan



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STRATEGY

The project, financed by European Union's Rights, Equality and Citizenship Programme, aims **to develop foster care services for unaccompanied migrant children in Europe**. The objective of the project is:

1. **promote foster care** as an alternative to reception centres for unaccompanied minors (UAM);
2. to develop training packages and standards in line with **EU best practices** in the sector of UAM foster care services
3. and to **provide fresh knowledge** on UAM foster care **to professionals** operating in less experienced countries.

The dissemination and communication strategy is a relevant work stream within the project since it helps to reach projects results; it guarantees **high exposure to project's activities and related outcomes** and it produces **a multiplier effect** which will spread the projects' contents among the general public.

The European Commission has foreseen an extensive use of media and communication tools for **sharing experiences** and **ensuring visibility** to the programme, which will be evaluated at the end of the project cycle.

In order to promote and use the potential of the project in an effective way it is important to design a proper strategy that considers all the subjects involved, the tools, the content and the tasks in a comprehensive framework.

Partners should work in synergy using a brand image and ensuring visibility at all levels of the external actions. It is important to involve the beneficiaries of the project; once they have been sensitized they could assume the role of multiplier of the core message.

The result of an initial brainstorming on the key messages of the project gave birth to the logo.

The project logo will appear in every communication and dissemination material. Moreover, the European Union logo will be inserted in every communication and dissemination material following the EU visual manual and the indications contained in the "Promoting the action — visibility of EU funding" section of the grant agreement (article 22).

What we want to communicate:

- Updates of the project
- Research findings
- Good practices



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OVERALL OBJECTIVE

To raise awareness on foster care services for unaccompanied migrant as an alternative to reception centres for UAM care.

PURPOSE

One purpose is **to spread the project's results** among all the stakeholders and the general public in every step of the project.

Another one is to convey through communication and dissemination materials a guidance on minimum standard, 6 country guidance document on standard and **training package** on foster care for UAM and to facilitate the **transfer of knowledge and good practices** among project partners.

GROUP OF BENEFICIARIES

The communication and visibility plan identifies as direct beneficiaries of the project:

Professionals working in the UAM care sector: reception centres staff, educators, social workers, psychologists, teachers, lawyers, nurses, interpreters and cultural mediators.

Public entities: in charge of migration and youth care at regional, national and European level.

Third Sector Organizations: working in the field of child reception and care

Indirect beneficiary: general public thanks to the media coverage of the final conference of the project (Local radio, press, etc.)

ACTIVITIES & TOOLS

1. Information and communication on the web

- **forum-project.org**

The project website is the main tool of communication gathering information about the project activities, presenting general contents and fostering interactions within the network. All the documents, reports and products of the project will be uploaded on the website specific section. The project coordinator is the administrator of the blog; by the way all partners are involved in the preparation, collection and publication of articles, or interviews events.



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- **Newsletter**

The newsletters are published by partners.

The newsletter has a common template which is produced by the project coordinator and organized in three categories:

- project updates
- photos
- next events

The newsletters will be sent to partners and they will be sending the newsletter to their contact through their mailing list. The European network EUROCHILD and the Italian networks PIDIDA, PICUM, and COFACE will send the newsletters to many other organizations and associations belonging to their networks.

2. Promotional materials

Flyers and roll up of the project are produced with the aim of promoting the national meetings and to give them appropriate visibility.

EVALUATION

1. Newsletters produced and disseminated through partners' mailing list
2. Brochures produced, translated and distributed in the partners' countries
2. Flyers produced, translated and distributed in the partners' countries
3. Video tours produced and uploaded on the website
4. One Advocacy toolkit produced and uploaded on the website
5. Guidance on standard produced and uploaded on the website
6. One training package produced and uploaded on the website
7. Monthly update of the website forum-project.org

BUDGET

As FADV is the project coordinator it is in charge of the main budget for the communication and dissemination activities. Nonetheless each partner is in charge of some specific communication activities and the related budget. The budget for the communication and dissemination of FADV incorporates:

- Newsletter template creation
- Flyers and roll up for the project
- Project brochure



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- Website creation and updating
- Organization of a regional conference
- Production of an advocacy toolkit
- Production of a guidance document
- Production of a training package.

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