



Communication & Dissemination Plan

Deliverable 6.1

Project name	The implementation of local policies against discrimination with a participatory governance methodology
Project acronym	COMMIT TO RIGHTS (CtR)
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Coordinator	Ajuntament de Girona (AG)



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Definitions, Acronyms and Abbreviations

Acronym	Title
DP	Dissemination Plan
WP	Work Package
WPL	Work Package Leader

Executive Summary

This Handbook is written in the framework of WP6 – (Task D6.1 Dissemination, communication, and networking) of **COMMIT TO RIGHTS** project under Grant Agreement No. **101074191**.

The main objective of this document is to develop a reference for the whole consortium to optimize communication and dissemination efforts. It's a document describing a thorough plan for all dissemination activities of the project and providing dissemination guidelines to be followed by all partners.

Different communication materials will be professionally designed and produced throughout the entire duration of the project, including a project logo, a website, project leaflets, a promotional video and social media profiles. Moreover, content such as papers, press releases, and newsletter will be produced and disseminated among specialized audience and the general public.

The plan includes a general dissemination action plan addressed to the target groups, communication channels, calendar of activities and follow-up.

COMMIT to RIGHTS is a project that aims to create inclusive and participatory local public policies capable of preventing and tackling discriminatory processes with a focus on intersectionality. The project proposes designing a methodology and effective strategies for implementing participatory local public policies. This will counteract intersectional discrimination through participatory governance that can be executed in both cities. Its ultimate goals are to improve public authority responses to discrimination, racism, antisemitism, xenophobia, LGBTIQ-phobia, and all other forms of intolerance, while raising public awareness of these issues.

The proposal outlines intervention in the field of preventing discrimination and guaranteeing rights through an innovative model of public-community co-governance.

Actions are planned in four main areas:

- **Research activities** on models for the interpretation and intersectional analysis of discrimination, which will be useful for collecting information and knowledge about the phenomenon.
- **Intervention methodologies for services** to (potential) victims: including support and sanctions, alongside the implementation of restorative justice practices (mediation and reparation).
- **A train-the-trainer program.**
- **An awareness-raising** initiative among the public to create an effective system for preventing discrimination.



COMMIT TO RIGHTS has great potential to contribute to building more just and inclusive societies. Through its innovative methodology and concrete actions, the project can help prevent and address discrimination in all its forms and promote respect for the rights of all people.

COMMIT TO RIGHTS is a collaborative effort spearheaded by the Girona City Council (Spain) and a diverse group of partners dedicated to fostering inclusive and equitable communities. The project's success hinges on the expertise and commitment of its team members, each bringing unique perspectives and valuable contributions to the table.

At the helm of the project stands the **Ajuntament de Girona**, the driving force behind the initiative. Their leadership and vision set the direction for **COMMIT to RIGHTS**, ensuring that the project aligns with the city's values and aspirations.

Alongside the **Ajuntament de Girona**, a consortium of esteemed institutions lends their support to the project. The **Fundació Girona Regió del Coneixement (FGRC)** and the **Universitat de Girona**, both pillars of Girona's academic landscape, contribute their research prowess and educational expertise. Their involvement ensures that **COMMIT TO RIGHTS** is grounded in sound knowledge and informed by cutting-edge research.

The **Fundació Servei Gironí de Pedagogia Social- Fundació SERGI**, a renowned social organization, brings its deep understanding of community dynamics and social justice issues to the table. Their expertise in working with vulnerable populations is invaluable in ensuring that **COMMIT TO RIGHTS** reaches those who need it most.

Expanding the project's reach beyond Girona's borders, the **Comune di Reggio Emilia** (Italy) and the **E35 Fondazione per la Progettazione Internazionale** (Italy) join the **COMMIT TO RIGHTS** team. These international partners bring their wealth of experience in intercultural dialogue and inclusive policy development, fostering a global perspective and enriching the project's scope.

Together, this diverse and accomplished team forms the backbone of **COMMIT TO RIGHTS**. Their collective expertise, unwavering commitment, and shared vision will undoubtedly steer the project towards success, creating a more just and inclusive society for all.



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D6.1– Communication plan and Dissemination Plan

Version 1.0 xx/1xx/2024

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1 Introduction

This document outlines the dissemination plan (D6.1) for the **COMMIT TO RIGHTS** (CtR) project, which falls under Work Package 6 (Dissemination and Communication). The plan is linked to Grant Agreement No. 101144346.

As stipulated in the Grant Agreement, a comprehensive dissemination plan has been developed. This plan encompasses the project logo, communication materials (internal and external formats), a communication strategy, and specific actions to maximize the project's impact. It ensures a consistent approach tailored to different target audiences.

Therefore, the dissemination plan serves as the foundation for implementing a robust and collaborative communication and dissemination strategy throughout the project lifecycle. It defines monitoring principles and tracks communication and dissemination activities.

The plan further details the responsibilities of each partner and the actions needed to reach specific target audiences. While finalized in the third project month (M3), this will be a living document, subject to potential revisions in month M12.

This document aims to ensure that all **COMMIT to RIGHTS** consortium partners effectively execute appropriate communication activities throughout the project duration.

2 Dissemination & communication strategy

2.1 Aims and objectives.

The **COMMIT to RIGHTS** project's communication and dissemination strategy is designed with two key objectives in mind:

- **Visibility and Understanding:** Ensure stakeholders and the public have a clear and comprehensive understanding of the project's brand image, activities, and ultimately, its results.
- **Impactful Engagement:** Maximize impact by tailoring communication approaches to resonate effectively with each target audience.

To achieve these goals, the project has established key objectives directly linked to the communication and dissemination plan. This strategy recognizes the critical role of communication and dissemination within the broader internationalization efforts.

2.2 Roles and responsibilities of partners

All partners in CtR have time allocated to communication and dissemination activities within WP6, depending on their networks, role in the project and area of expertise.

Staff effort is summarized in the table below:

Table 1. Communication and dissemination effort per partner

PARTNER	PERSON MONTHS (PM)
AG	5
FGRC	6
UdG	1
FS	1
CRE	2
E35	1
TOTAL	16.00

Fundació Girona Regió del Coneixement (FGRC), will act as a bridge between all the partners of the project and the community, fostering regional public policies. Due to their broader responsibilities, FGRC will significantly contribute to the overall communication and dissemination strategy and activities. Collaboration is key. All partners will work together to ensure information and research results are shared in optimal ways for maximum impact.

This plan outlines the communication and dissemination strategies for the **COMMIT to RIGHTS** research project. It details how project information will be shared with various audiences through different channels.

– Website:

Responsibility: FGRC will be responsible for developing the website's overall structure and initial content.

Maintenance: All project partners will be responsible for maintaining and updating relevant information on the website within their designated sections.

– Social Media:

Creation and Management: AG and FGRC will create and manage the project's social media accounts.

Engagement: All partners are expected to actively engage with these channels by sharing project updates, participating in discussions, and responding to comments.

Content: All partners are expected to contribute by providing up-to-date information on project developments for inclusion in the newsletter.

– Awareness Video:

Development: WPL will create a 3–5-minute awareness video summarizing the project's key findings, recommendations for combating discrimination, and overall objectives.

Language: The video will be produced in Catalan with Spanish and Italian subtitles, and English closed captions.

All partners are responsible of performing networking activities intended to reach stakeholders potentially interested in the project and maximise its impact.



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2.3 Obligation and right to use emblems and funding text.

2.3.1 Use of Emblems and Logos

Any activities related with communication, dissemination of results (in any form, including electronic) and equipment must include:

- Include the CtR logo in all the communications, is good to demonstrate that the project is in this program. Communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material...), dissemination activities and any infrastructure, equipment, vehicle, supply, or major result funded by the grant must acknowledge EU support and display the EU funding statement “Funded by the European Union”.
- Include the EU emblem which must always have appropriate prominence. Can be used the version “Funded by the European Union”.
- A disclaimer must be used whenever using the funding logo:

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LOGOTYPE



COMMIT TO RIGHTS
logotype

2.4 Procedure of approval

Official CtR communication materials, general articles and press releases will require the coordinator approval. Partner's press releases about CtR project, are their own responsibility, but WP6 leader (WPL) should be informed prior to publication.

In case of interviews, only the partners or persons mentioned in the publications should check the content. No official approval from the consortium is foreseen.

In the case of the news, the coordinator in each organisation will be consulted prior to publication to make sure that they agree with the content.

Social media posts by any partner in their networks do not require approval. All partners are strongly encouraged to use their own social media to promote the CtR and to tag the project profile and the participants.

During the Project and for a period of one (1) year after the end of the Project, the dissemination of its own Results by one or several parties including but not restricted to publications and presentations, shall be governed by the procedure of Article 16 of the Grant Agreement subject to the following provisions.

Prior notice of any planned publication shall be given to the other Parties at least thirty (30) calendar days before the publication, providing a copy of the planned publication.

Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Project Coordinator, the Technical Coordinator and to the Party or Parties proposing the dissemination within 21 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

3 Target Groups and Dissemination Strategy

CtR project will utilize a multi-layered dissemination strategy to reach diverse audiences and maximize its impact in promoting equal treatment and combating discrimination. Here's a breakdown of the key target groups:

- **Policymakers and Public Authorities (Local, National, European Levels):** This group encompasses policymakers, government agencies, and regional authorities.

Dissemination will focus on recommendations, best practices, and action guidelines to improve legislation and policies addressing discrimination.

Engagement will occur through workshops, presentations, and policy forums at local, national, and European levels.

- Civil Society Organizations (CSOs): This group includes NGOs, advocacy groups, and organizations supporting victims of discrimination.

Dissemination will highlight existing victim services, promote collaboration, and share best practices for effective support.

Engagement will occur through workshops, capacity building initiatives, and networking opportunities.

- General Public (National and International Levels): This encompasses the broader population to raise awareness and understanding of discrimination.

Dissemination will utilize awareness-raising videos, social media (X), and accessible project materials (website, brochures) in four languages.

Educational campaigns will target schools and community centers.

A comprehensive communication and dissemination plan (WP5) will be developed to ensure project information reaches all target groups effectively. Here's an outline of the key strategies:

- Regional Support: Regional public institutions in Spain (Government of Catalonia) and Italy (Regione Emilia-Romagna) will collaborate by publishing project results and deliverables on their websites. This will broaden the project's reach and impact.

3.1 Key Messages

The dissemination strategy will emphasize the following core messages:

- Discrimination is unacceptable and violates human dignity.
- Public authorities must guarantee equal rights and support for victims of discrimination.
- Collaboration between public authorities and civil society is crucial for combating discrimination effectively.
- Communication Materials

By implementing this multifaceted dissemination strategy, the CtR project will effectively engage its target groups, foster collaboration, and contribute to a more inclusive society.

4 Project branding and identity

4.1 Branding

A brand is a name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from competitors. The differences may be functional, rational, or tangible and symbolic, emotional, or intangible.

There are six criteria for choosing brand elements. The first three are related to brand building: memorable, meaningful, and likeable. The latest three are defensive and preserve the brand against challenges: transferable, adaptable, and protectable.

4.2 Visual identity

To create the appropriate image of the project is essential to be faithful with its visual identity. Branding including the logo, infographics, and standard templates such as PowerPoint and Word report styles, should be attractive, visual, and created specifically for the target groups.

An easily identifiable and attractive brand enables stakeholders and influencers to instantly recognise and associate this with the project, helping to grow and exploit its results.

4.2.1 Design and typography.

Concept: CtR logo embodies the project's core objective – fostering inclusive and participatory local governance to combat discrimination.

The logo design effectively represents CtR project's core principles and collaborative approach to achieving a more equitable and inclusive society.

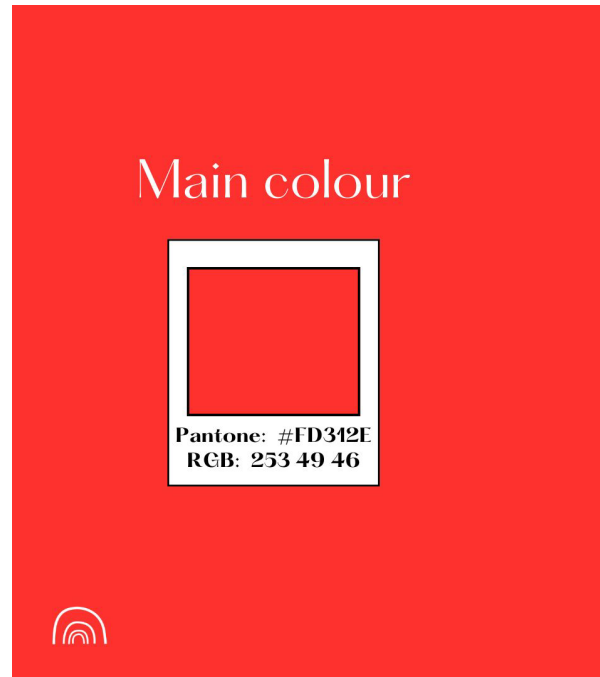
The chosen colour for the logo is red because it symbolizes the urgency, action, and determination, which aligns well with CtR mission of tackling discrimination.

Regarding the typography that is used for the logo is Hatton font family and that will be used for the presentations and documents will be Arial.



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Colour



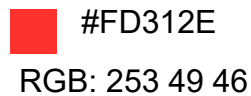
Main colour



Secondary colour



Primary



Secondary



Corporate Typography

The corporate typeface is the Hatton family in Regular, Medium, SemiBold and Bold versions.

Hatton Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,;:&,%€)

Hatton Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,;:&,%€)

Hatton SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Z abcdefghijklmnopqrstuvwxyz
0123456789 (.,;:&,%€)

Hatton Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ abcdefghijklmnopqrstuvwxyz
0123456789 (.,;:&,%€)



4.2.2 Logo and Templates

The CtR research project logo is a powerful symbol of hope and unity in the fight against discrimination. It features a vibrant red bridge, representing the urgency and collective action needed to create a more inclusive society. Inside the circle lies a white rainbow, a universal symbol of hope and positive change. This imagery reflects CtR's commitment to fostering a society free from discrimination in all its forms.

The logo's simplicity and clean design make it easily recognizable and adaptable. It will be used in various applications, including letterhead, websites, and social media.

The overall design of the logo is simple and clean, which makes it easy to recognize and remember. It is also versatile enough to be used in a variety of applications, such as on letterhead, websites, and social media.

The primary version of the logo utilizes the red circle and white rainbow. However, to represent the project's focus on addressing discrimination across ten axes of inequality, the logo will be adapted with different coloured circles for each axis. These colours will be chosen to visually represent the specific axis they represent.

The red circle is the primary element of the logo, and it should always be used in conjunction with the text.

The words "CtR" should always be written in the same regular font.

The logo can be used in a variety of colours, but the red version is the preferred option.

In accordance with communication, dissemination activities and applicable to the Catalan lawⁱ relating to assistance and appropriate redress for victims of all forms of discrimination, we will represent 10 axes of inequality. The 10 axes represent various dimensions of identity and social positioning that can intersect and contribute to disparities, discrimination, and rights violations in society, and will be represented by the same logo in different colours.

1. **Gender:** This axis refers to the social and cultural constructs associated with being male, female, or non-binary. It encompasses gender identity, expression, and the power dynamics that can lead to gender-based discrimination and rights violations.
2. **Race:** This axis is a social construct used to categorize people based on physical characteristics like skin colour, hair texture, and facial features. Racial discrimination and inequalities are major sources of rights violations.
3. **Disability:** This axis encompasses physical, cognitive, sensory, or mental impairments that can limit a person's ability to participate fully in society. Discrimination and lack of accessibility are key issues.
4. **Age:** This axis refers to the number of years a person has lived and the different challenges and rights issues that can arise at various life stages.



5. **Ethnicity:** This axis is about a person's cultural heritage, traditions, language, and customs, which can lead to ethnic-based discrimination.
6. **Sexual orientation:** This axis encompasses a person's emotional, romantic, or sexual attraction to others, and the rights violations faced by LGBTQ+ individuals.
7. **Class/Occupation:** This axis is about social and economic distinctions between groups based on factors like income, education, and type of work.
8. **Religious beliefs:** This axis refers to a person's faith, values, practices, and affiliations with a particular religion or spiritual belief system.
9. **Health (Physical/Mental):** This axis covers both physical and mental well-being, and the rights issues that can arise from health-related challenges.
10. **Migration/Migrant status:** This axis is about the experiences and rights of people who have changed their place of residence, either within a country or across international borders.

Three logos have been designed:

1. **The main logo:** This one uses the chosen colour (RED) with a white background.
2. **Logo for dark backgrounds:** This version uses the same red colour but with a red background to show how it looks on dark surfaces.
3. **Isolated logo:** This logo is simply the red circle with no background.

Files are available in .png, .jpg (CMYK and RGB) and .svg formats to suit all needs.



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Figure 1. COMMIT TO RIGHTS logo with white background.



Figure 2. COMMIT TO RIGHTS logo with red background.

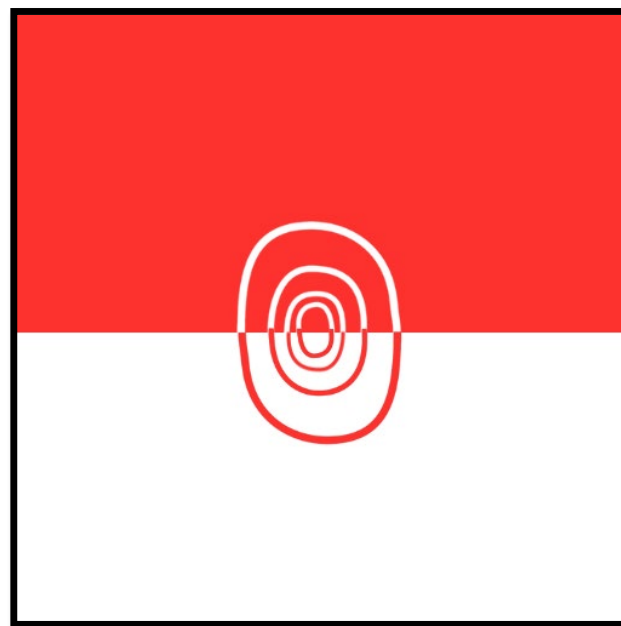
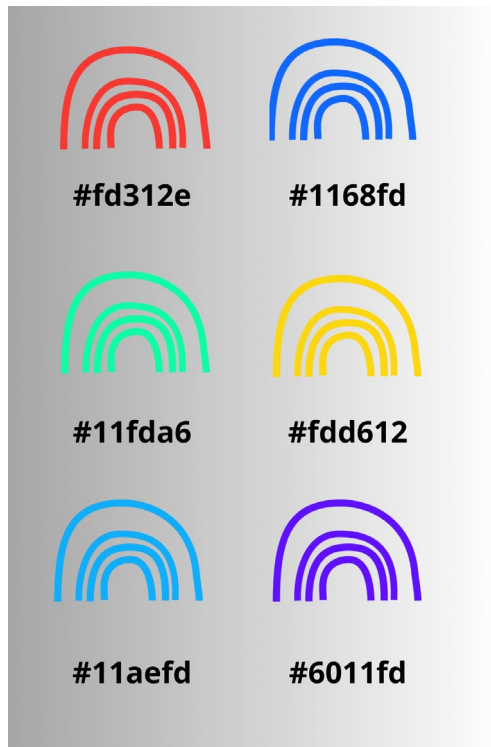


Figure 3. COMMIT TO RIGHTS with red circles figure.



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Various uses for the primary logo and colour schemes that might be applied to the project as a whole



A set of templates is available for download on the document repository/WP6/ to all project partners to facilitate and standardise project communications (internal, contractual, and external). For all official project documents and external presentations, the use of these templates is mandatory. In addition, all external project documents produced shall be written in English. The templates' definition includes the project logo and EU support acknowledgement on the cover page and the layout of the cover page as well as of the inner pages, including basic information fields, specific sections to be completed, and MS Word styles to be used.

A communication log will be made available to partners, stored in the project intranet, to be filled on a regular basis with the communication and dissemination actions performed by each partner. Reminders will be regularly sent to partners, either during the technical committee meetings or upon communication needs.

By implementing and maintaining a communication log, the COMMIT to RIGHTS project can ensure effective collaboration and knowledge sharing among partners, ultimately contributing to the project's success.

Power Point template





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Word template



THE IMPLEMENTATION OF LOCAL POLICIES AGAINST
DISCRIMINATION WITH A PARTICIPATORY
GOVERNANCE METHODOLOGY

CERV-2023-EQUAL
GA: 101144346

Contact:
info@pc-cug.eu
www.committorights.eu

FOR A BETTER PROJECT HANDLING
Some words



Some words

Some words

Some words

Some words

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Place for additional information

More specific features

Some words

Some words

Some words

Some words

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Resources and Deliverables

WP	Some words	Some words



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Some words



Place for additional information

Place for additional information

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5 Main communication and dissemination tools

Various methods and channels will be used to reach the widest possible audience. Internet will be largely used to forge links between the project, end users and the public.

5.1 Website

The CtR webpage will be hosted by WP6 – Fundació Girona Regió del Coneixement, and English will be the website's official language.

The webpage will be created with information about the project, including its objectives, activities, and partners. Additionally, all resulting materials (training modules, handbooks, guides, etc.) and project evaluation reports will be available for viewing and download.

Links to the project's social media accounts and other relevant projects will be provided. The website will also feature a repository of European best practices compiled through the project's research.

The project website will be organized with the following sections and content:

- 1) HOME PAGE
- 2) PARTNERS
- 3) NEWS & EVENTS
- 4) REPOSITORY
 - DELIVERABLE REPORTS
 - OUTPUTS
 - VIDEOS OF CTR
 - DISSEMINATION
 - MEDIA APPEARANCES
 - PRESENTATIONS AT CONFERENCES AND OTHER EVENTS
 - STAKEHOLDERS
- 5) RESOURCES FOR MEDIA
 - PROJECT SUMMARY
 - LOGOS DONLOAD CTR PROJECT LOGOS
 - PRESS RELEASES
 - FLYER
 - CONTACT FOR MEDIA

Also, it will be included the link of the project webpage inside the partner's websites.

5.2 Social media

CtR has established a presence on the social network X to disseminate information about its activities and principal achievements. Multilingual communication will be employed, utilizing four distinct languages to broaden the project's international reach.

The primary objective entails the effective communication and dissemination of scientific advancements to a diverse audience with varying backgrounds. To maintain follower engagement, a consistent stream of updated information will be provided, detailing the latest developments and outcomes associated with CtR.

Dissemination of project information, encompassing objectives, activities, and collaborative opportunities, will be a collaborative effort undertaken by all project partners. This collaborative approach aims to enhance the visibility and overall impact of the project.

5.2.1 Social network X

Twitter will be used to disseminate news and results throughout the life of the project and to encourage networking. At the same time, and with the aim of achieving maximum impact reach, project news and results will also be disseminated on the Twitter profiles of each of the project partners. It is possible to follow the COMMIT TO RIGHTS project via the social network X.



5.2.2 Workshops and meetings:

It will be planning of four national workshops and 3 transnational meetings

The international events are to be held at the beginning (Study Visit), mid-project in Girona (with the participation of other Catalan cities and the Italian partners) and at the end of the project (in the Final Event with the presentation of the results and the work carried out). The four national workshops will be held in Catalonia on local policy and discrimination.

5.2.3 Dissemination materials:

- Print and Digital Materials (Multilingual)
 - Brochures, Posters, and Roll-up Banners: These concise, visually appealing materials will be produced in four languages (both printed and digital formats) to convey essential project information to a broad audience. To minimize environmental impact, a limited number of printed copies will be produced.
- Knowledge Management Resources
 - Manuals: Comprehensive manuals will be developed to document the project's key findings, best practices identified, and associated tools.
 - Repository of Best Practices and Recommendations: This online repository will serve as a central hub, housing the project's main findings, identified best practices, and relevant tools for easy access and reference.
- Capacity Building and Training Materials (Digital - Multilingual):

To ensure the widespread adoption and long-term effectiveness of the developed training module, a suite of digital training materials will be created in four languages. These resources will support the dissemination, sustainability, and implementation of the training program.

- Awareness-Raising Videos:

Engaging videos promoting equal treatment and non-discrimination will be produced and disseminated through the project website and social media networks. These videos aim to raise public awareness and understanding of these crucial issues.



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6 Monitoring activities

The achievement of CtR communication objectives will be measured through a methodology where different tools will be considered. In addition to the periodical press and traditional specialised media, the project website and social media will be monitored (link: [Communication log](#)).

ⁱ LLEI 19/2020, del 30 de desembre, d'igualtat de tracte i no-discriminació
<https://portaljuridic.gencat.cat/eli/es-ct/l/2020/12/30/19>