



D5.1: Dissemination and Communication Strategy

WP5 - Communication

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ABSTRACT	This deliverable detail the communication and dissemination strategy for SYNAPSE and presents the communication activities carried out in the first quarter of the project
KEYWORDS	Virtual Exchanges, System Thinking, Youth Empowerment, Inclusion, Diversity, Intercultural Dialogue, Branding, Website, Communication, Replicability, Exploitation, Stakeholders Engagement

Disclaimer

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PROJECT CO-FUNDED BY THE EUROPEAN COMMISSION		
NATURE OF THE DELIVERABLE		R
DISSEMINATION LEVEL		
PU	Public, fully open, e.g., web (Deliverables flagged as public will be automatically published in CORDIS project's page)	PU
SEN	Sensitive, limited under the conditions of the Grant Agreement	
CLASSIFIED R-UE/ EU-R	EU RESTRICTED under the Commission Decision No2015/ 444	
CLASSIFIED C-UE/ EU-C	EU CONFIDENTIAL under the Commission Decision No2015/ 444	
CLASSIFIED S-UE/EU- S	EU SECRET under the Commission Decision No2015/ 444	

* R: Document, report (excluding the periodic and final reports)
 DEM: Demonstrator, pilot, prototype, plan designs
 DEC: Websites, patents filing, press & media actions, videos, etc.
 DATA: Data sets, microdata, etc. DMP: Data management plan E
 ETHICS: Deliverables related to ethics issues
 SECURITY: Deliverables related to security issues
 OTHER: Software, technical diagram, algorithms, models, etc.

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ABBREVIATIONS

AU	African Union
EC	European Commission
EU	European Union
GDPR	General Data Protection Regulation
IUL	Università Telematica Degli Studi
KPI	Key Performance Indicator
M	Month
NGO	Non-Governmental Organization
OEN	Open Education Network
PAU	Pan-Atlantic University
QR	Quick Response
SSA	Sub-Saharan Africa
ST	System Thinking
TVET	Technical and Vocational Education and Training
UN	United Nation
WCAG	Web Content Accessibility Guidelines
WP	Work Package

INTRODUCTION

The SYNAPSE project adopts a comprehensive and strategic approach to dissemination and communication, integrating both general and targeted activities across all project phases to maximise visibility, stakeholder engagement, and long-term impact.

To ensure effective outreach and uptake of project results, SYNAPSE will implement a diverse range of dissemination and communication activities. These include, but are not limited to, newsletters, coordinated social media campaigns, press releases, audio-visual content production, the organisation of a System Thinking (ST) Festival, participation in virtual and physical events, policy briefs, stakeholder forums, and digital facilitation training initiatives. These activities are designed to reach a wide spectrum of audiences, including youth, educators, policymakers, and relevant industry stakeholders.

Beyond the core technical and implementation activities, the success of SYNAPSE is strongly dependent on the effectiveness of its dissemination and exploitation efforts. To this end, a dedicated Work Package (WP5) has been established to coordinate and monitor all activities related to communication, dissemination, impact creation, and the replicability of project results. Work Package 5 ensures alignment with project objectives, enhances visibility, and supports the sustainability of outcomes beyond the project lifecycle.

This document presents the initial Dissemination and Communication Strategy for SYNAPSE. It serves as a guiding framework for engaging relevant stakeholders at community, regional, national, and international levels. While providing a unified strategic direction for the consortium, the strategy allows flexibility for partners to adapt their dissemination approaches to local contexts, taking into account cultural considerations and the specific activities implemented within their respective countries.

1. COMMUNICATION AND DISSEMINATION STRATEGY

The dissemination and communication strategy is a guide to the outreach efforts to raise awareness within young women, youth with disabilities, rural youth, youth organisations, education institutions, policymakers, and broader civil society audiences across Europe and Sub-Saharan Africa (SSA).

The objectives are to develop effective communications that are consistent across all activities, ensuring they focus on building a strong brand identity for SYNAPSE mission and objectives, with a unique and recognisable image. The key dissemination and communication objectives are:

- Ensuring visibility and awareness of SYNAPSE goals and results among relevant stakeholders in the EU and Africa
- Creating and developing networks and virtual exchanges of good practices between Youth organisations providers in Europe and Namibia, Nigeria, Kenya, Ethiopia and Malawi
- Develop an impactful, recognisable and youth appealing dissemination and communication strategy and plan aiming at ensuring the engagement of 200 facilitators and a total 2,500 youth participants in the virtual exchange and relevant stakeholders
- Ensure the existing eLearning Platform is enhanced to be a strong backbone for the virtual exchange activities, while it's revamped to ensure full users' accessibility and it is maintained for sustainability purposes for at least 2 years after the project end
- Evaluate the virtual exchanges impact across participants and design a concrete and credible replicability strategy
- Assessing the impact of SYNAPSE activities through the quality assurance report, to develop the digital facilitation training and promote them to improve system thinking in Sub-Saharan Africa (SSA) and Europe;
- Promoting SYNAPSE replicability and sustainability in the long run
- Ensuring media and citizens at large are aware of the European Commission's efforts in addressing linear thinking among youth across African countries.

The Dissemination & Communication plan foresees three phases:

- **Creating Awareness:** This phase involves designing the dissemination, communication, and exploitation strategy and plan, including the selection of dedicated communication tools. This deliverable provides the details of the activities developed so far and the upcoming ones for the rest of the project timeline.
- **Pan-EU Outreach and Engagement:** This phase involves promoting the project's activities, outcomes, and success stories across digital platforms, partner networks, and policy spaces.
- **Exploitation and Replicability:** This phase involves showcasing the results achieved by SYNAPSE across all activities, key learnings, transferable tools, and implementation guidelines to scale the SYNAPSE model beyond the initial partnership.

Partner Outreach, Communication Alignment, and Content Compliance Guidelines:

As a consortium of 12 partner countries, all partners play a key role in ensuring the visibility, coherence, and impact of the SYNAPSE project throughout its implementation period (2026–2028). To ensure consistency, quality, and alignment with project visibility and dissemination standards, the following guiding principles and operational procedures shall apply.

These provisions establish a coordinated approach to partner engagement and content development, while ensuring that all dissemination outputs are aligned with the SYNAPSE Dissemination and Communication Calendar (Annex B) and duly recorded in the Dissemination and Communication Activities Tracking Excel Sheet (Annex A).

Centralised Social Media Coordination

To ensure a unified and professional communication presence across all platforms, social media management shall be centrally coordinated.

- A designated communication focal point will be responsible for scheduling, publishing, and monitoring all official SYNAPSE content.
- All partner-generated content shall be submitted for review and scheduling through the central coordination channel.
- Individual partners shall refrain from independent posting on official project channels unless explicitly authorised.
- This approach ensures brand consistency, message alignment, and compliance with EU visibility requirements.

Structured Content Submission Workflow

To facilitate efficient collaboration and regular content flow from all partners, a standardised content submission system will be applied:

- A shared editorial calendar will guide monthly thematic content planning.
- All partners shall submit contributions using a standardised template (e.g. short narrative, visuals, captions, and suggested tags).
- Fixed monthly deadlines will apply for content submission to ensure timely scheduling and publication.
- This structured workflow ensures predictability, reduces duplication, and strengthens content quality across the consortium.

Translating Stakeholder Groups into Actionable Outreach

To enhance clarity and implementation, stakeholder engagement shall be linked to concrete communication actions:

- **Youth participants:** testimonials, short-form videos, and peer storytelling content
- **Educators and facilitators:** reflective articles, LinkedIn posts, and practice-based insights
- **Media stakeholders:** coordinated press releases, local media engagement, and story pitches
- **Policymakers and institutional actors:** event participation, tagging in relevant outputs, and policy-relevant updates

This approach ensures that engagement is not only conceptual but translated into measurable communication outputs.

Defined Contribution Expectations per Partner (Aligned with Annex B: Dissemination and Communication Calendar)

To ensure consistent participation across the consortium while maintaining flexibility, partner contributions shall be aligned with the monthly communication cycles defined in the SYNAPSE Dissemination and Communication Calendar (Annex B).

- Each partner is expected to contribute **regularly within the communication cycles defined per month**, as outlined in Appendix B.
- As a general benchmark, this corresponds to **approximately 1–2 communication outputs per partner per month**, depending on the thematic focus and activity type of the respective cycle.
- Contributions shall be aligned with the monthly thematic focus (e.g. launch activities, dissemination cycles, reinforcement phases) and may include **stories, visuals, event updates, or stakeholder highlights**.
- Contributions are designed to be **light, adaptable, and reusable**, ensuring sustained engagement without overburdening partners.

- Partners may contribute more actively during high-visibility months (e.g. launch phases, press release cycles) and maintain lighter engagement during reinforcement cycles, in line with Appendix B.

Visibility Monitoring and Light Accountability Mechanism

To support transparency and continuous engagement across the consortium:

- A shared visibility tracking dashboard will be introduced to monitor partner contributions.
- The dashboard will record key outputs such as posts, articles, media appearances, and engagement activities.
- The mechanism is intended for coordination and improvement purposes and will be applied in a collaborative, non-punitive manner.

Provision of Ready-to-Use Communication Toolkits

To address varying capacity levels across partners and ensure consistent quality:

- The coordination team will provide ready-to-use communication materials, including:
 - Caption templates and messaging examples
 - Visual assets and branded templates
 - Sample social media posts and press snippets

Partners are encouraged to adapt, translate, and localise materials where appropriate, while maintaining core project messaging and branding guidelines.

Content Development and Publication Compliance Guidelines (Aligned with Annex B: Dissemination and communication Calendar)

To ensure consistency, quality, and alignment across all dissemination and communication outputs, the following content guidelines shall be applied by all SYNAPSE partners prior to publication. These guidelines shall be implemented in direct alignment with the SYNAPSE Dissemination and Communication Calendar (Annex B), which serves as the central reference for content planning, phasing, and coordination across the consortium:

- **Alignment with Editorial Calendar:** All content shall reflect the thematic priorities, phases, and timelines defined in Annex B. Content developed outside of these parameters shall require prior coordination with the WP5 Communication Lead.
- **Messaging Consistency:** All outputs shall align with the core SYNAPSE messaging framework, ensuring consistency in project objectives, terminology, and tone across all partner countries, as guided by the Editorial Calendar.
- **Branding and Visibility Requirements:** All materials shall comply with SYNAPSE branding guidelines and EU visibility requirements, including the correct use of logos, disclaimers, and funding acknowledgements, in line with project obligations.
- **Content Formats and Standards:** Partners shall adhere to the agreed content formats (e.g. articles, social media posts, videos, press releases) as defined in Annex B, ensuring clarity, accessibility, and relevance to target audiences.
- **Quality Assurance and Approval:** All content shall undergo internal review at partner level prior to publication. Where required, content shall be submitted to the designated communication lead for validation, particularly for high-visibility outputs aligned with Editorial Calendar milestones.
- **Timeliness and Submission Deadlines:** Content contributions shall be delivered in accordance with the deadlines defined in Annex B to support coordinated and timely dissemination across the consortium.

- **Monitoring and Documentation:** All published outputs shall be recorded in the Dissemination and Communication Activities Tracking Excel Sheet (Annex A) to ensure traceability and support quantitative reporting.
- **Responsiveness to Updates:** Partners shall remain responsive to updates, revisions, and additional guidance related to the Editorial Calendar and adjust their content accordingly to ensure continued alignment.

1.1 TARGET STAKEHOLDERS

The SYNAPSE communication and dissemination activities are strategically designed to engage relevant target groups across multiple ecological levels (local, national, and international). This approach ensures strong alignment between stakeholder needs, project objectives, key messages, and the implementation of Work Packages (WP). Stakeholders are categorised into direct and indirect target groups, based on their level of involvement and influence within the project.

○ Direct Stakeholders

Direct stakeholders are those actively involved in the implementation, delivery, and uptake of SYNAPSE activities and results. These include:

- **Consortium Partners:** Organisations responsible for the design, implementation, and delivery of project outputs and activities.
- **TVET Providers and Institutions:** Key actors facilitating access to learners and integrating SYNAPSE methodologies into vocational education and training systems.
- **Educators and Trainers:** Individuals delivering training content and supporting learners throughout the virtual exchange activities.
- **Youth (Primary Beneficiaries):** Young people engaged in the project, benefiting directly from skills development, digital tools, and international collaboration opportunities.
- **Policy Makers and Public Authorities:** Stakeholders contributing to the alignment of project outcomes with education, youth, and digital transformation policies.

These groups play a central role in ensuring the relevance, implementation, and sustainability of SYNAPSE results.

○ Indirect Stakeholders

Indirect stakeholders are not directly involved in project implementation but are essential for amplifying impact, ensuring sustainability, and supporting ecosystem development. These include:

- **Environmental Monitoring Organisations:** Local and regional actors engaged in sustainability, climate action, and environmental innovation, aligned with SYNAPSE thematic priorities.
- **Local Communities:** Beneficiaries of youth-led initiatives and solutions developed through the project.
- **Employers and Industry Representatives:** Potential end-users of project outcomes, particularly in relation to skills development and employability.
- **Academic and Research Institutions:** Organisations contributing to knowledge exchange, research uptake, and innovation in education and training.
- **Media and Communication Platforms:** Channels supporting visibility, awareness, and dissemination of project results to wider audiences.

Identifying and engaging key target groups is both a complex and critical component of effective project communication and dissemination. By clearly defining direct and indirect stakeholders, SYNAPSE ensures targeted outreach, maximised impact, and alignment with its mission to empower youth through digital innovation, systems thinking, and cross-border collaboration.

TABLE 1: SYNAPSE TARGET STAKEHOLDERS

TARGET	DESCRIPTION	KEY MESSAGE
Project Partners (Consortium Members)	Organisations involved in implementing SYNAPSE across Europe and Africa (NGOs, universities, SMEs training institutions)	Collaborate across borders to co-create impactful learning experiences and strengthen innovation ecosystems
Youth (Primary Beneficiaries)	Young people (18–30) from Europe and Africa participating in virtual exchanges (as facilitators and participants), especially those interested in climate action, digital transformation, and social inclusion	SYNAPSE empowers you with digital skills, global connections, and real-world problem-solving experience to shape your future and your community
Youth Organisations & NGOs	Organisations working directly with young people in areas like empowerment, entrepreneurship, and social impact	Partner with SYNAPSE to expand opportunities for youth and amplify their voices on global challenges
TVET Students & Learners	Students in Technical and Vocational Education and Training institutions engaged in skills development and practical learning	Enhance your practical skills through international collaboration and digital tools that prepare you for the evolving job market
Educators & Trainers	Teachers, facilitators, and soft skills trainers delivering and guiding learning experiences	Access innovative tools and methodologies to enrich your teaching and better engage learners in global, real-world challenges
Policy Makers & Government Institutions	Ministries of education, youth, and labor; policymakers shaping youth development and digital education strategies	SYNAPSE supports policy goals by equipping youth with future-ready skills and fostering cross-border collaboration
Employers & Private Sector	Companies, startups, and industry leaders seeking skilled, innovative, and globally minded talent	Engage with SYNAPSE to connect with a pipeline of digitally skilled, adaptable, and socially conscious young professionals
Local Communities	Communities that benefit from youth-led initiatives, innovation, and social impact projects developed through SYNAPSE	Youth empowered through SYNAPSE bring solutions that address real community challenges and drive local impact
Academic & Research Institutions	Universities and research bodies interested in innovation, digital education, and systems thinking	Collaborate with SYNAPSE to explore innovative approaches to education and contribute to impactful research
Media & Communication Platforms	Journalists, digital platforms, and content creators amplifying project visibility and youth voices	Share inspiring stories of youth innovation, collaboration, and impact

		through the SYNAPSE journey
Donors & Funding Bodies	Organizations funding and supporting youth, education, and innovation projects	SYNAPSE delivers measurable impact by fostering skills development, inclusion, and international collaboration among youth

2. DISSEMINATION AND COMMUNICATION ACTIVITIES

2.1 SYNAPSE BRAND

The branding strategy plays a pivotal role in the communication and dissemination plan for the SYNAPSE project. It serves to distinguish the initiative from others and to embody its core goals and objectives. Every communication and dissemination effort within SYNAPSE integrates the brand while recognising the European Commission (EC). Key components of the brand, including the logo, colour palette, and typography, are vital in establishing its identity. These elements work together to create a distinctive visual presence, emphasising the perspectives and values of the initiative.

The SYNAPSE brand is unique and designed to perfection. It leverages the project's objectives, the aim and location to be implemented taking into consideration technology, innovation and knowledge transfer for the sustainability and future generation.

2.1.1 Logo

The SYNAPSE main logo is available in the variations shown here to ensure clarity and readability, including for black-and-white applications. Wherever possible, the full-colour version should be used as the preferred option.



FIGURE 1 THE SYNAPSE LOGO FULL COLOR

2.1.2 Colour Palette

The primary colour palette, combining deep forest green, fresh sea-green, and warm sand brown, reflects SYNAPSE's commitment to sustainability, connection, and inclusive growth. These nature-inspired tones evoke resilience, renewal, and balance, reinforcing SYNAPSE's mission to foster collaboration and shared learning between youth and institutions across regions. The combination of greens with warm sand hues also ensures strong visual contrast and clarity, supporting readability and an accessible, user-friendly experience across all project materials.



FIGURE 2 SYNAPSE PRIMARY COLORS

2.1.3 Primary Font

Nunito is used as the primary font because of its clean, friendly, and highly legible design. Its rounded letterforms and balanced proportions ensure excellent readability across both digital and print materials, making it well suited for websites, reports, and learning resources. As a versatile and widely supported typeface, Nunito reinforces clarity, accessibility, and a welcoming tone that aligns with SYNAPSE's mission and communication style.

Aa

FIGURE 3 NUNITO PRIMARY FONT

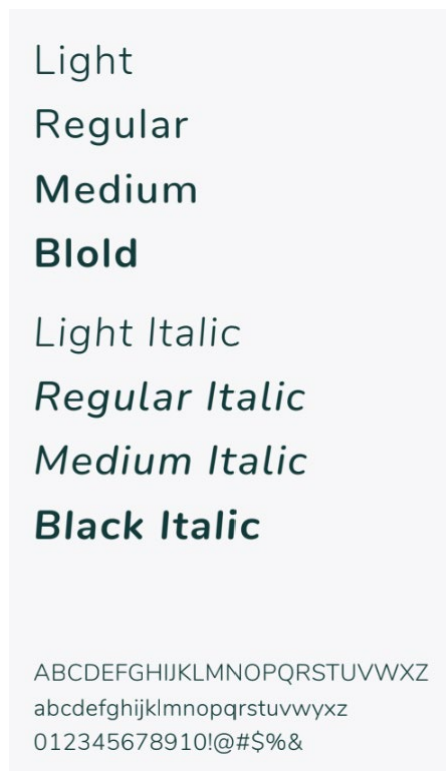


FIGURE 4 NUNITO PRIMARY FONT

2.1.4 Secondary Font

We use Lato as the secondary font. Lato is a modern sans-serif typeface with clean lines and balanced proportions, complementing Nunito while maintaining clarity and readability. Its range of weights supports a clear visual hierarchy across headings, subheadings, and highlighted messages. Lato's professional yet approachable character makes it well suited for structured content while keeping SYNAPSE's visual communication consistent, contemporary, and easy to read across materials.



FIGURE 5 LATO SECONDARY FONT

2.1.5 EU Recognition

All communication and dissemination activities undertaken within the project will ensure clear and consistent recognition of European Commission (EC) funding support. This includes the systematic incorporation of the Erasmus+ logo, accompanied by the appropriate disclaimers, in full compliance with established EU visibility guidelines.

All dissemination and communication materials such as flyers, posters, roll-ups, brochures, videos, websites, and other digital or print outputs will prominently acknowledge the contribution of the European Union.

APODISSI, as the lead partner for Work Package 5 (WP5), will be responsible for overseeing and enforcing adherence to these requirements. This includes the development and provision of standardized templates for project materials, ensuring that all outputs (including the project website, press releases, and training resources) consistently reflect EU funding recognition.

In addition, APODISSI will organise a dedicated informational session for all consortium partners to ensure a common understanding and correct application of the EU funding visibility and communication guidelines across all project activities.

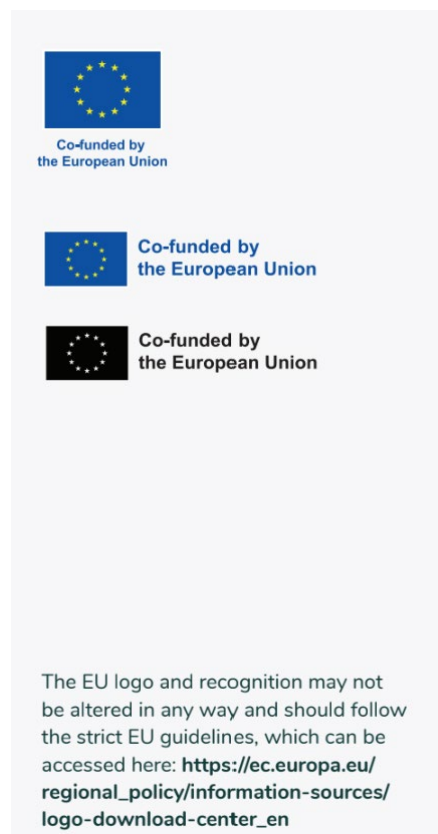


FIGURE 6 EU LOGO RECOGNITION

2.2. COMMUNICATION TOOLKIT

For the SYNAPSE to ensure consistent messages across various mediums, a clear communication toolkit is implemented to streamline communication among stakeholders, making information accessible. This toolkit includes visual assets, social media cards, templates, newsletters, and promotional materials tailored to the project's goals. It enhances outreach efforts by providing ready-to-use resources for engagement and climate mitigation awareness campaigns.

2.2.1 Templates

All outputs from the SYNAPSE project are enhanced by a corporate design. This design will ensure visual harmony across all materials and provide quick visual recognition to the reader that the material is

associated with SYNAPSE. For the promotion of communication, dissemination, and project reporting, standard templates have been developed. These templates are available on the project's dedicated online repository, which all partners can access. The repository include:

- PowerPoint presentation template



FIGURE 7 THE SYNAPSE POWER POINT
TEMPLATE

- Deliverable report template

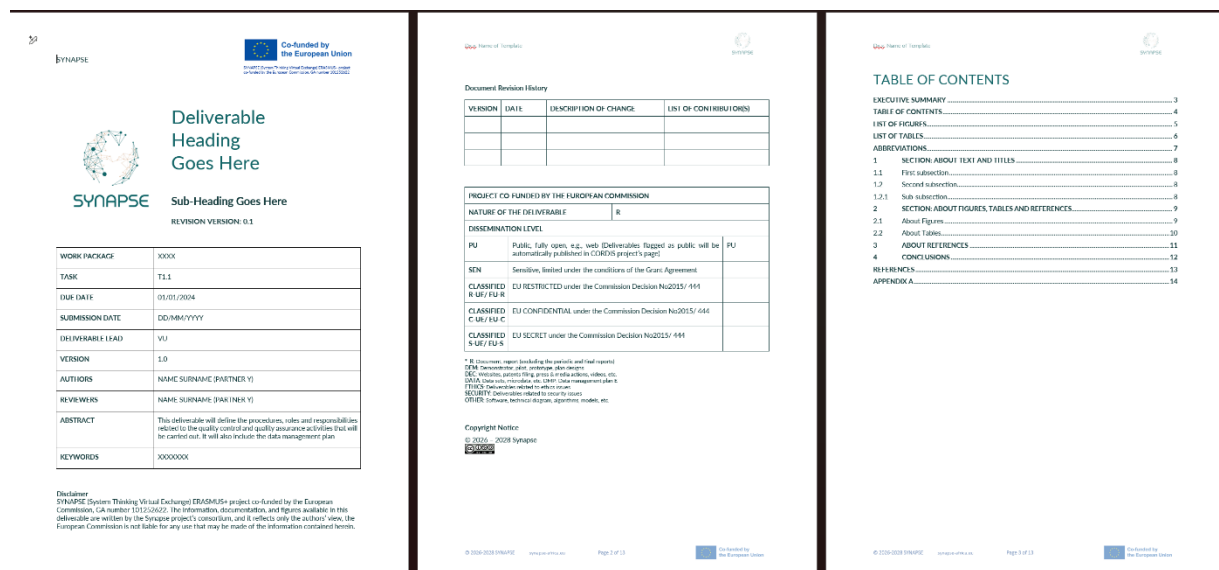


FIGURE 8 THE SYNAPSE DELIVERABLE TEMPLATE

○ Press release template



FIGURE 9 THE SYNAPSE PRESS RELEASE TEMPLATE

○ Minutes template



FIGURE 10 THE SYNAPSE MEETING MINUTES TEMPLATE

The templates incorporate the SYNAPSE Logo/EC recognition, in some cases the partners' logos, and a point of contact and suggest what information should be included in the specific document.

2.2.2 Promotional Material

The SYNAPSE project will develop a targeted range of promotional materials designed to effectively communicate the project's objectives, activities, and impact to diverse audiences across Europe and Africa.

These materials will include A0 posters, roll-up banners, postcards, bookmarks, and multimedia content such as video outputs, all carefully designed to ensure clarity, consistency, and strong visual identity across all communication channels.

All promotional outputs will be strategically produced and aligned with the project's dissemination timeline, including stakeholder engagements, public events, training sessions, and institutional presentations. This ensures maximum visibility, consistent messaging, and sustained audience engagement throughout the project lifecycle.

A key promotional tool is the SYNAPSE A0 poster, developed as a visually engaging and high-impact communication asset. The poster will present essential project information in a clear, concise, and structured format, allowing audiences to quickly understand the purpose and value of the project at a glance. Its design prioritizes strong visual hierarchy, minimal text, and accessible layout to effectively capture the attention of a moving audience.

Complementing the poster, roll-up banners will be used during events and exhibitions to provide a strong visual presence and reinforce project branding in physical spaces. Postcards and bookmarks will serve as portable communication tools, enabling participants and stakeholders to retain key project information and easily access digital platforms via embedded QR codes.

In addition, video content will be developed to communicate the project's message in a dynamic and engaging format. These videos will highlight the project's approach, including Virtual Exchange and Systems Thinking (ST), while promoting participation and awareness among young people and stakeholders.

All SYNAPSE promotional materials will be disseminated across both physical and digital environments, including conferences, workshops, educational institutions, and online platforms, ensuring broad outreach and accessibility.

All SYNAPSE communication materials will be developed with inclusivity at their core, ensuring accessibility for individuals living with disabilities and promoting equal participation.

This will include:

- Use of clear, simple language and easy-to-read fonts
- High-contrast colour schemes for visibility
- Inclusion of alternative text for digital images
- Subtitles and captions in all video content
- Consideration of screen-reader compatibility for digital materials
- Adaptation of materials into accessible formats where possible (e.g., large print or audio versions)

By embedding accessibility principles into all dissemination outputs, SYNAPSE ensures that its communication is inclusive, equitable, and responsive to the needs of diverse audiences across participating regions.





FIGURE 13 THE SYNAPSE ROLL UP



SYNAPSE will engage 2,500 young people across Europe and Africa, empowering a new generation of globally connected changemakers.



Get Involved

- Apply as a facilitator
- Join learning activities
- Follow project updates

Learn.
Connect.
Transform.



FIGURE 14 THE SYNAPSE POSTCARD

2.3 SOCIAL MEDIA PROMOTION: MULTI-CHANNEL, MULTI-FORMAT COMMUNICATION PLAN

To enhance visibility, engagement, and outreach, the SYNAPSE Project will implement a strategic, youth-centered communication approach that leverages a diversified mix of digital and traditional platforms. This multi-channel, multi-format plan is designed to effectively reach and engage a broad and diverse audience, including youth, educators, policymakers, and industry stakeholders.

○ Social Media Platforms:

SYNAPSE will actively utilise key social media platforms to maximise outreach and engagement across different audience segments:

- Instagram: for visual storytelling and youth engagement
- TikTok: for bite-sized video campaigns, challenges, and interactive content
- YouTube: for longer-form educational and storytelling content
- LinkedIn: to engage professionals, universities, institutions, and policymakers
- X (formerly Twitter): for policy advocacy, real-time updates, and event coverage
- Facebook: for community building, particularly among youth groups across Africa

○ Digital Content Development:

To ensure impactful and accessible communication, SYNAPSE will produce engaging, youth-friendly digital content, including:

- Youth-led podcast series focused on Systems Thinking (ST) and youth-driven action stories
- Animated explainer videos simplifying systems thinking concepts
- Short video testimonials from participants and facilitators, incorporating captions and sign language to promote inclusivity

○ Traditional and Mainstream Media:

The project will complement digital efforts with traditional communication channels to strengthen visibility and credibility:

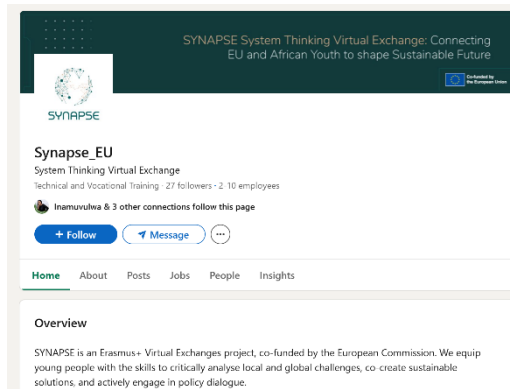
- Press releases at key milestones (project launch, mid-term progress, and final festival) targeting national and local media, policymakers, and institutional stakeholders

○ Radio and Community Outreach:

Recognising the importance of accessibility, SYNAPSE will engage local community radio stations across Africa and Europe to reach remote and rural youth populations, ensuring inclusive dissemination of information.

Through this integrated approach, SYNAPSE ensures effective dissemination of its objectives, activities, and results while fostering active participation and knowledge exchange. By combining digital innovation with traditional outreach methods, the project strengthens its capacity to address critical societal challenges such as social inequalities, climate change, and the digital divide, while promoting inclusive engagement at local, regional, and international levels.

2.3.1 LinkedIn



LinkedIn is currently the world's leading professional networking platform, with over 1.3 billion registered users across more than 200 countries and territories, and more than 600 million monthly active users.

Given this extensive global reach, LinkedIn provides direct access to a highly relevant audience that includes policymakers, educators, industry leaders, researchers, and youth-focused organisations, the very stakeholders that the SYNAPSE project aims to engage.

FIGURE 15 THE SYNAPSE LINKEDIN PAGE

As a result, LinkedIn is a strategic platform for SYNAPSE (<https://www.linkedin.com/company/synapse-eu/>) to:

- Position itself globally as a reputable, credible, and trustworthy project
- Engage directly with key stakeholders and partners in the TVET, environmental, and digital innovation sectors
- Disseminate project results, success stories, and impact to a professional and decision-making audience
- Build partnerships and attract opportunities for scaling project outcomes

Currently, SYNAPSE has 21 LinkedIn followers, highlighting a significant opportunity for growth. By actively using LinkedIn, SYNAPSE can expand its visibility, strengthen its professional network, and enhance its reputation as a project addressing social inequalities, climate change, and the digital divide.

2.3.2 Facebook

Facebook remains one of the most widely used social media platforms globally, with **over 3 billion monthly active users**, making it a powerful tool for community building, information sharing, and audience engagement across diverse demographics. People around the world use Facebook to stay connected with friends and family, discover current events, and engage with content that matters to them. Over time, the platform has evolved to offer enhanced features that enable organisations and projects to build communities, interact with audiences, and promote their initiatives effectively.

SYNAPSE leverages Facebook (https://web.facebook.com/profile.php?id=61587956835744&_rdc=1&_rdr#) organically to:

- Build and nurture a community around environmental monitoring and climate mitigation
- Disseminate project updates, activities, and results in an accessible and engaging format
- Reach broader and more diverse audiences, including youth, local communities, and grassroots organisations
- Encourage interaction and participation through shares, comments, and discussions

Content is shared on at least a weekly basis, with distribution strategically rotated across platforms. This ensures messaging is tailored to the specific interests of each target audience and aligned with the unique strengths of each platform, ultimately maximizing visibility, engagement, and impact.

2.3.3 Instagram

Instagram is a highly visual and engagement-driven social media platform, with over 2 billion monthly active users worldwide. It is particularly effective for reaching younger audiences and creating compelling

visual narratives around projects and initiatives. The platform enables organisations to communicate through images, short videos, reels, and stories, making it an ideal channel for showcasing impact, storytelling, and community engagement.

SYNAPSE uses Instagram (https://www.instagram.com/synapse_eu/?hl=en) organically to:

- Showcase project activities and impact visually, making complex topics like environmental monitoring more accessible
- Engage younger audiences, including students and youth involved in TVET and digital innovation
- Promote awareness on climate change and sustainability through creative and educational content
- Strengthen project identity and visibility through consistent branding and storytelling

Content is shared on a weekly basis, with careful consideration given to platform-specific formats and audience preferences. This ensures that SYNAPSE maximises engagement, builds visibility, and connects effectively with audiences interested in environmental sustainability and digital solutions.

2.3.4 TikTok

TikTok is one of the fastest-growing social media platforms globally, with over 1.5 billion monthly active users, and is particularly among younger audiences. The platform is driven by short-form video content, making it highly effective for storytelling, awareness campaigns, and engaging users in a creative and dynamic way.

TikTok provides an opportunity for projects like SYNAPSE to simplify complex topics such as environmental monitoring, climate change, and digital innovation into short, impactful, and easy-to-understand videos that resonate with a broad audience.

SYNAPSE uses TikTok (https://www.tiktok.com/@synapse_eu) organically to:

- Raise awareness on environmental and climate-related issues through short, engaging video content
- Reach and engage youth audiences, particularly students and young innovators
- Showcase project activities and real-life impact in a relatable and creative format
- Encourage participation and interaction through trends, challenges, and storytelling

Content is shared regularly and tailored to suit TikTok's unique format and audience behaviour, ensuring that messaging remains engaging, relevant, and easy to consume, while strengthening the project's digital presence and outreach.

2.3.5 X (Twitter)

X (formerly Twitter) is a highly dynamic social media platform that enables real-time communication and information sharing on a global scale. With hundreds of millions of active users, it is widely used by policymakers, organisations, media, and thought leaders to discuss current issues, share insights, and follow emerging trends.

The platform is particularly effective for delivering timely updates, engaging in public discourse, and amplifying project visibility through concise and impactful messaging.

SYNAPSE uses X (https://x.com/Synapse_EU) organically to:

- Share real-time updates on project activities, events, and milestones

- Engage in conversations around environmental monitoring, climate change, and digital innovation
- Connect with policymakers, organisations, and industry stakeholders
- Increase visibility through hashtags, mentions, and trending topics

Content is shared regularly and aligned with current trends and discussions, ensuring that SYNAPSE remains visible, relevant, and actively engaged in the broader dialogue on sustainability, social innovation, and digital transformation.

2.3.6 YouTube

YouTube serves as a key platform for hosting and disseminating high-quality, long-form audiovisual content. It provides an opportunity to communicate project outcomes in a more detailed, engaging, and accessible format, reaching both technical and non-technical audiences across global communities.

A SYNAPSE YouTube channel has now been successfully established, marking a significant step in strengthening the project's communication ecosystem and expanding its digital outreach.

As part of an EU-funded initiative, all future content shared on YouTube will adhere to European Union communication and visibility requirements, including proper acknowledgment of EU funding and the consistent use of approved branding elements.

Once established, SYNAPSE will use YouTube (https://www.youtube.com/@synapse-africa_eu) to:

- Publish project training sessions, and video recorded learning materials
- Share recorded webinars, workshops, and stakeholder engagements
- Showcase youth-led stories, project impact, and success case studies
- Disseminate educational content on systems thinking, climate action, and digital innovation

All video content will be developed with inclusivity and accessibility in mind, incorporating subtitles, clear messaging, and sign language interpretation, in alignment with EU values of inclusiveness and equal access to information.

YouTube will also serve as a long-term digital repository, ensuring that SYNAPSE outputs remain accessible beyond the project lifecycle.

2.3.7 Newsletter

The SYNAPSE e-Newsletter will be a short but visually appealing electronic informative material. It will be available on the project website and distributed to subscribers via email. In addition, all partners must actively distribute the material to all relevant (direct and indirect) stakeholders. Newsletters can contain information about the project activities and outputs, announcements, edited versions of press releases, conferences and meetings reports, information about upcoming events, etc. Regular newsletters will be released approximately every four months. SYNAPSE uses Mailerlite to distribute its newsletter, this mail service has been chosen because its servers are based in the EU (Lithuania) and it's fully compliant with GDPR. The subscription form is available on the website, and a double opt-in procedure is applied.

2.4 SYNAPSE WEBSITE

The SYNAPSE Project website is designed to showcase the initiative's goals and objectives while serving as a central hub for dissemination and communication throughout the project's lifecycle. It provides

stakeholders, participants, and the wider public with up-to-date information, resources, and insights on project activities, partners, objectives, learning experiences, and outputs.

The website also emphasises inclusivity and accessibility, following Web Content Accessibility Guidelines (WCAG) 2.1, ensuring that users, including those living with disabilities, can fully navigate, access, and engage with content.

Overall, the website functions as a knowledge-sharing platform, supporting engagement, transparency, and collaboration across Europe, Sub-Saharan Africa (SSA), and the wider youth, education, and policy communities.

2.4.1 Website Architecture

The SYNAPSE Project website (<https://synapse-africa.eu>) is WordPress-based designed to provide resources, updates, and insights into the project's activities, partnerships, and learning approach. It serves as a central hub for youth, facilitators, educators, and institutions to access learning materials, project news, and opportunities for engagement.

The website architecture is clearly structured into the following main sections: Home, About, Join Us, Virtual Exchanges, News, and Resources. Each section is designed to provide intuitive navigation and quick access to relevant information.

To ensure inclusivity and accessibility, the website is developed in line with the Web Content Accessibility Guidelines (WCAG) 2.1, enabling users of all abilities to navigate and interact with the platform effectively. Accessibility features and alternative access options are incorporated to support users with diverse needs.

Overall, the SYNAPSE website supports knowledge sharing, stakeholder engagement, and project visibility, while promoting inclusive and equal access to information across Europe and Sub-Saharan Africa.



FIGURE 16 THE SYNAPSE WEBSITE STRUCTURE

2.4.2 Website Main Pages

HOME PAGE:

The SYNAPSE homepage serves as the main entry point of the website and provides a clear, high-level introduction to the project for all visitors, including young people, educators, partners, and stakeholders.

It immediately communicates the project's core vision through the key message:

“Connect Minds. See the Big Picture. Change Systems.”

The homepage presents SYNAPSE as a systems thinking and virtual exchange initiative aimed at developing a generation of young people capable of understanding the interconnected nature of global challenges across environment, society, and economy, and contributing to sustainable and inclusive solutions.

It introduces the concept of SYNAPSE, explaining its role as a learning and exchange platform that enables young people to move beyond isolated thinking and instead explore how global issues are interconnected. It emphasizes collaboration, innovation, and intercultural understanding as key drivers of learning and problem-solving.

The webpage also highlights why SYNAPSE matters, framing global challenges such as climate change, economic systems, and social development as interdependent issues that require holistic thinking and collective action. It positions SYNAPSE as a response to the need for young people who can think systemically, critically, and globally while acting locally.

Finally, the homepage includes a clear call to action, encouraging users to explore the platform further through learning opportunities, collaboration spaces, and project resources, and to become part of a growing community of young changemakers driving meaningful change across Europe and Africa.

The homepage is designed to ensure quick understanding, strong first engagement, and guided navigation into the rest of the SYNAPSE website.

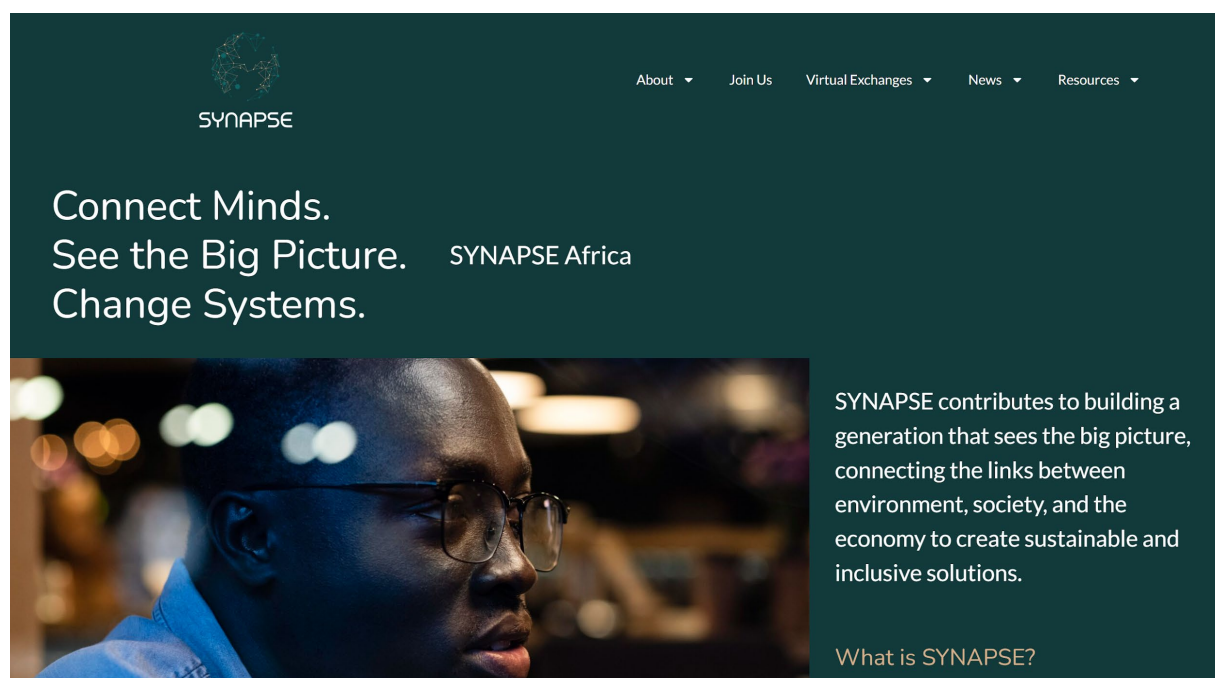


FIGURE 17 THE SYNAPSE HOMEPAGE

ABOUT:

The SYNAPSE “About” page provides detailed information on the project’s structure, partnership, methodology, and implementation approach.

It introduces the 12-partner consortium across Europe and Sub-Saharan Africa (SSA), highlighting universities, NGOs, and innovation hubs working together under the Erasmus+ Programme to promote systems thinking, digital collaboration, and youth empowerment. Each partner is presented with its role and contribution to ensure transparency and credibility.

The page also outlines the project’s implementation framework, structured around four pillars: Connect, Engage, Empower, and Inclusiveness. These pillars guide collaboration, youth participation, capacity building, and inclusive access, including for women, rural youth, and persons with disabilities.

In addition, it explains Systems Thinking as the core methodology, describing it as a holistic approach to understanding interconnected global challenges. It details the training framework, key principles, and how participants apply systems thinking to real-world issues such as unemployment, digital exclusion, and climate vulnerability.

Overall, the About page serves as a foundational section of the website, providing stakeholders with a clear understanding of the project’s governance, conceptual approach, and implementation strategy.

JOIN US:

The SYNAPSE “Join Us” page invites young people and facilitators to become part of an international learning community that connects Africa and Europe through virtual exchange and collaborative learning.

It presents SYNAPSE as an inclusive platform that promotes dialogue, intercultural collaboration, and systems thinking based learning, while ensuring accessibility and equal participation for diverse groups, including youth from different regions and backgrounds.

The page highlights the project’s target reach of approximately 2,500 youth participants and 200 facilitators, building a strong cross-regional network of collaboration and shared learning.

It clearly defines two main pathways of participation:

- Facilitators, who lead and support virtual exchanges while developing skills in mentorship, digital facilitation, and youth engagement
- Participants, who engage in cross-cultural learning experiences and develop systems thinking, digital collaboration, communication, and problem-solving skills

The page also provides information on application timelines, with facilitator applications expected at the end of 2026 and youth participant applications in the second half of 2027 and encourages users to stay connected through newsletters and social media updates.

Overall, the Join Us page functions as the project’s engagement and recruitment gateway, guiding stakeholders on how to become active participants in the SYNAPSE network.

VIRTUAL EXCHANGES:

This section presents Virtual Exchanges as the core learning methodology of the SYNAPSE project. It explains how structured Erasmus+ online learning spaces connect young people across Europe and Africa to collaborate, engage in dialogue, and co-create solutions to shared global challenges.

The page describes virtual exchanges as facilitator-guided, interactive digital learning experiences that promote intercultural understanding, active participation, and the development of key 21st-century skills, including collaboration, communication, and systems thinking. It outlines the participant's learning journey, from initial connection and group formation to guided sessions, collaborative problem-solving activities, and reflection processes that support personal and collective learning outcomes.

The section also highlights the expected impact of virtual exchanges, including improved intercultural competence, strengthened digital collaboration skills, development of a systems thinking mindset, youth empowerment, and enhanced EU–Africa cooperation networks.

In addition, it provides access to key supporting resources:

- Training Modules, delivered through the Smart Step eLearning Platform (launching 2027), offering structured learning in systems thinking and collaboration
- Toolkits, designed to support facilitators and participants in applying SYNAPSE methodologies in practice
- Policy Briefs, which translate project learning into evidence-based recommendations for stakeholders (to be published from early 2028)
- Podcasts, which share stories, reflections, and cross-cultural perspectives from youth and facilitators, launching in June 2026

Overall, this webpage serves as both an explanatory and resource hub, detailing how virtual exchanges function within SYNAPSE and how they contribute to inclusive, collaborative, and transformative learning across regions.

NEWS:

The SYNAPSE News page serves as a dynamic communication hub that provides regular updates on project developments, activities, and key milestones across all partner countries.

It showcases the evolution of the project through timely news posts, starting with the official Kick-Off Virtual Meeting (25–26 March 2026), which marked the launch of SYNAPSE and brought together partners from Europe and Africa to align on a shared vision of youth empowerment, collaboration, and systems thinking.

The section will be updated weekly with new content, including partner interviews, activity highlights, virtual exchange updates, and project insights, ensuring continuous engagement and transparency throughout the project lifecycle.

It also provides access to structured communication outputs, including:

- Newsletters, summarising project milestones, activities, and learning insights
- Press Releases, featuring official announcements and major project updates
- Press Clippings, highlighting external media coverage and visibility of SYNAPSE across platforms

Overall, the News section functions as the project's main dissemination channel for real-time updates, stakeholder communication, and visibility, ensuring that SYNAPSE remains accessible, transparent, and continuously engaging for its target audiences.

RESOURCES:

The SYNAPSE Resources page serves as a central repository for all publicly available project outputs, ensuring transparency, knowledge sharing, and long-term accessibility of results generated throughout the project lifecycle. It provides a structured overview of official project deliverables, which are

developed at different stages of implementation and submitted to the European Commission for monitoring and evaluation. These deliverables include curriculum materials, capacity-building tools, evaluation reports, facilitator handbooks, virtual exchange frameworks, dissemination strategies, impact assessments, and final project outputs. In addition, the section includes access to scientific publications, which present research outputs, academic articles, and knowledge contributions generated through SYNAPSE, supporting evidence-based learning and innovation in systems thinking and youth engagement. The Resources page also provides promotional materials, including communication toolkits, visibility assets, and dissemination resources designed to support consistent branding and outreach across partner countries. Furthermore, it hosts official presentations used during workshops, training sessions, partner meetings, and dissemination events, ensuring that key project knowledge and learning materials remain accessible to stakeholders.

Overall, the Resources section functions as a structured knowledge hub that consolidates SYNAPSE outputs, strengthens dissemination, and supports the project's commitment to transparency, learning, and sustainability of results beyond the project duration.

1. PRESS RELEASE

Press releases will be developed and disseminated through SYNAPSE partners' networks and to the wider public to highlight key milestones, activities, and achievements throughout the project lifecycle. These will support visibility, stakeholder engagement, and the promotion of project results at local, regional, and international levels. Press releases may be issued to:

- Introduce the SYNAPSE project, its objectives, and upcoming activities;
- Announce key project milestones and deliverables;
- Highlight project meetings and collaborative engagements;
- Promote the launch of key outputs, including training resources, toolkits, and digital learning platforms;
- Showcase success stories, impact, and stakeholder engagement across participating regions.

An initial press release has been issued to introduce the SYNAPSE project and its planned activities, as well as to announce the successful virtual Kick-off Meeting held on 25–26 March 2026, marking the official start of the project and the beginning of collaboration among partners.

2.6 PARTICIPATION TO AND ORGANISATION OF EVENTS

An effective dissemination plan will include the organisation of and participation in key events and thematic conferences/webinars. Presenting SYNAPSE to relevant audiences will be essential to:

- Engage stakeholders through interactive discussions and exchange of perspectives;
- Present the project as a living and evolving initiative, actively involving stakeholders in its development and implementation;
- Understand the response of target groups to project activities and proposals, and measure the impact of project outcomes;
- Receive feedback and inputs to support continuous improvement and future replicability;

Among external relevant events to promote the project (as speakers/presenters/panelists), the Consortium will evaluate participation based on relevance and potential impact. Moreover, the Consortium will actively organise a range of initiatives, including workshops, webinars, and stakeholder engagement sessions, to strengthen outreach, foster collaboration, and enhance the visibility and uptake of SYNAPSE results, i.e.

- Youth Drive Project Virtual Festival: At Month 36, SYNAPSE will organise a multi-day, youth-led virtual festival as a key dissemination activity, showcasing the outcomes and creative outputs of approximately 125 cohorts. The event will enhance project visibility across the EU and Sub-Saharan Africa, facilitate stakeholder engagement, and highlight youth contributions, while supporting the uptake of project results into policy and practice.

2.6.1 Events' Participation

SYNAPSE partners will identify a range of relevant events across Europe and Africa where the project can be presented, ensuring alignment with its core thematic priorities of climate change, inequality, and digital exclusion. These events will provide strategic opportunities to showcase project activities and results, engage with diverse stakeholders, and position SYNAPSE within key policy and practice discussions at regional and international levels.

These include the presentation of SYNAPSE at relevant Erasmus+ events organised by the European Commission, participation in local-level events engaging youth communities, a Youth-Driven Virtual Festival, and policy forums and dialogues that engage media coverage.

TABLE 2: RELEVANT EVENTS FOR SYNAPSE DISSEMINATION

EVENT	DATE	LOCATION	PARTNER
Invitation to Speak at the OWSD Southwest Zonal Conference	1 – 4 September 2026	Nigeria	IUL – Università Telematica degli Studi
Africa Youth Skilling Conference 2026	22-24 June 2026	Nairobi, Kenya	Science Horizons Kenya
Digital Nigeria Conference	11-13 Aug 2026	Nigeria	Blue Sapphire Hub Foundation
Innovation Support Network Gathering 2026	November 2026	Nigeria	Blue Sapphire Hub Foundation
International Youth Day Commemoration	12 August 2026	Lilongwe, Malawi	Centre for Humanity and Sustainable Development
ISDC (System Dynamics Conference)	July 20-24, 2026	Delft	System Dynamics Italian Chapter
OWSD Conference	To be scheduled	To be scheduled	
SDSN Events	To be scheduled	Online	
RUS events	To be scheduled	Online/presence	
Sydic General Assembly	18/06/2026	Online	
The 5th TUK International Conference	12 - 16 October, 2026	The Technical University of Kenya	The Technical University of Kenya
Young Talent Programme	23 - 25 July 2026	Lagos, Nigeria	Pan-Atlantic University
Venture in Management Programme/Junior Achievement	2026		
EVBB Policy Camp	29 June 2026 - 3 July 2026	Thessaloniki, Greece	Asociación Mundus
Global VET Thematic Team Annual Event: "Skills for a Competitive Europe"	26 May 2026 - 28 May 2026	Brugge, Belgium	
Afrika Skills Week	October 2026	Harare, Zimbabwe	
The wave	2027	Zaragoza, Spain	
Erasmus+ BIP 25-26 – Teaching Heritage through Play, Gamification, Artistic Experiences, Urban Sketching and Creative Narratives. code: 2025-1-ES01-KA131-HED-000312649-3	25-29 May 2026	University of Almería, Spain	Universidad de Almería

"Almería in Storytelling" Sessions – Visual Narratives to Share Heritage	21 May 2026		
"UAL Joven" Project (2025/26) – UAL in Traces: From Access to Research	April–May 2026 (3 sessions, exact dates to be confirmed)		
European Researchers' Night	September 2026	Almeria, Spain	
Regional ERASMUS+ Cluster Meeting	19-20 May 2026	Dakar, Senegal	Apodissi
Africa Youth in Tourism Summit (AYITS) 2026	24 – 27 June 2026	TBC	
African Traditional Sports and Games Multi-Event	21 – 30 June 2026	Swakopmund, Namibia	
Youth Sustainable Development Conference (YSDC 2026)	9 – 11 September 2026	Windhoek, Namibia	
Youth Advisory Group to the UN in Namibia	25 July 2026	Hybrid session, Namibia	
Climate Change Film Day	7 August 2026	Windhoek, Namibia	
Youth Engagement Event at the University of Namibia	24-28 August 2026	Windhoek, Namibia	
Global Youth Adaptation Day	12 October 2026	Hybrid (Windhoek, Namibia)	National Youth Climate Action Network Association
National Committee on Rio Conventions annual meetings	October/November 2026	Namibia	
Youth Climate Action and Sustainability Dialogue	September, 2026	Lilongwe/Kasungu : Malawi	Centre for Humanity and Sustainable Development
COP32	November, 2027	Addis Ababa, Ethiopia	Ethiopian Catholic Church Salesians of Don Bosco

3.NETWORK BUILDING ACTIVITIES

Connecting people by building a lasting and proactive network is one of the main goals of any European Cooperation Programme. Indeed, a network of reliable partners is critical for the success of the SYNAPSE project and its replicability in the long term. Throughout the project, each member of SYNAPSE will support the creation of quality relationships with stakeholders to create a higher value for the project. All partners will always act as representatives of SYNAPSE, adopting the necessary distinctive elements that allow for a clear recognition of the project (visual identity). More precisely the Consortium will pursue the creation and consolidation of a network through the following activities:

To support the creation and consolidation of this network, the SYNAPSE consortium will implement the following actions:

- Engagement with EU Delegations

Establish and maintain communication with EU Delegations in participating Sub-Saharan African countries to secure visibility, endorsement, and access to relevant policymakers at local and national levels.

- Collaboration with Erasmus+ Projects

Foster synergies with other projects funded under the same Erasmus+ Call, promoting joint dissemination activities such as events, campaigns, and knowledge-sharing initiatives. Particular emphasis will be placed on collaboration with projects operating within similar regions and thematic areas, including ongoing engagement with initiatives the partners are involved in, such as the SUSTAIN-IT Project, (<https://sustain-it-project.eu>), where Apodissi is partner of, the Global Health Protection Programme (GHPP) which Youth4Can is closing a partnership with and

- Knowledge Exchange Events

Organise knowledge-sharing and exchange events, particularly after the first year of implementation, to compare results, share lessons learned, and strengthen collective impact across projects and stakeholders.

- Stakeholder Engagement Activities

Expand the project's network through workshops, webinars, and open events designed to encourage active participation. These activities will be delivered both live and through recorded formats to maximise accessibility and outreach.

- Participation in Virtual International Events

Represent SYNAPSE at relevant virtual international conferences, panels, and forums to promote project outcomes, share expertise, and strengthen global partnerships.

- Targeted Communication Campaigns

Implement strategic promotional campaigns across SYNAPSE digital platforms and partner channels to increase visibility, engagement, and stakeholder involvement.

An effective and dynamic network will enable continuous knowledge exchange, foster innovation, and enhance the quality of project results. It will also support the scalability and replicability of SYNAPSE methodologies and outcomes, contributing to long-term impact at regional and international levels.

3.1 INDIVIDUAL PARTNERS' COMMUNICATION & DISSEMINATION

The Individual Dissemination Plan is designed to effectively communicate the outcomes and impact of the SYNAPSE project to the public and key stakeholders. Its primary objective is to raise awareness of SYNAPSE's role in strengthening youth engagement, fostering systems thinking approaches, and addressing key societal challenges, including climate change, inequality, and digital exclusion across Europe and Africa. The target groups include:

- Youth facilitators and youth workers;
- Young people and youth organisations;
- Educators and training providers;
- Government agencies and policymakers;
- Civil society organisations and NGOs;
- Academic and research institutions;
- The general public with an interest in youth empowerment, sustainability, and digital inclusion.

SYNAPSE will provide accessible learning materials and project outputs through its website and the Smart Step eLearning platform. The project will adopt inclusive and participatory approaches to actively engage stakeholders and ensure meaningful knowledge exchange.

Dissemination activities will include:

- Proactive engagement with stakeholders, including youth and facilitators, to provide guidance, support, and clarification;
- Active interaction with SYNAPSE communication channels, including the website, platform, and social media (e.g. likes, comments, and shares), to increase visibility and outreach;
- Contribution to the effectiveness of newsletters through engagement metrics such as open and click rates;
- Promotion of SYNAPSE in webinars, conferences, and relevant events attended by partners.

This Individual Dissemination Plan ensures that SYNAPSE results effectively reach the intended audiences, maximising visibility, engagement, and impact, while supporting the overall Communication and Dissemination Strategy of the project.

3.1.1 Partners Communication and Dissemination Plan

TABLE 3: PARTNERS INDIVIDUAL COMMUNICATION AND DISSEMINATION PLAN

PARTNER	COMMUNICATION AND DISSEMINATION PLAN
IUL – Università Telematica degli Studi	As the Project Coordinator leading WP1, Università Telematica degli Studi IUL will contribute significantly to the traditional dissemination of the SYNAPSE project by collaborating with WP5 leader APODISSI to execute the global communication and exploitation strategy. In its administrative oversight role, IUL will help ensure that all public-facing templates, press releases, and publications comply strictly with European Commission and Erasmus+ funding visibility guidelines. Beyond administrative compliance, IUL will leverage its position as a higher education institution to facilitate the dissemination of the project's primary academic and policy outputs. Furthermore, IUL will actively promote the project's long-term results, youth-led policy briefs, and milestones through traditional academic networks, regional conferences, university webinars, and mainstream media channels to ensure maximum outreach to policymakers,

	educational institutions, and civil society stakeholders across Europe and Sub-Saharan Africa.
Asociación Mundus	As a key dissemination and stakeholder engagement partner within the SYNAPSE consortium, Asociación Mundus will contribute actively to the visibility, outreach, and long-term sustainability of the project through its extensive European and international youth networks. MUNDUS will support the implementation of the WP5 communication strategy by promoting SYNAPSE activities, results, and opportunities across its established communication channels, including social media platforms, newsletters, partner networks, and youth mobility communities. In coordination with the WP5 leader APODISSI, MUNDUS will ensure that all dissemination activities align with Erasmus+ visibility requirements and the overarching communication objectives of the project. Furthermore, MUNDUS will play a strategic role in engaging youth organisations, facilitators, educators, and young participants across Europe through targeted dissemination campaigns, stakeholder outreach activities, and participation in thematic events, webinars, and international cooperation spaces. The organisation will contribute to expanding the project's visibility by leveraging its experience in youth participation, non-formal education, and intercultural dialogue, while also supporting the dissemination of project deliverables through EU platforms such as Erasmus+ Project Results Platform. In addition, MUNDUS will contribute to storytelling and impact communication by sharing participants' experiences, project milestones, and best practices to strengthen stakeholder engagement and promote the replicability of SYNAPSE outcomes beyond the project lifetime.
Universidad de Almería	As a partner in the project, the University of Almeria will contribute actively to the communication and dissemination activities aimed at increasing the visibility, impact, and sustainability of the project among students, academic institutions, youth organisations, and policy stakeholders. UAL will promote the project through its institutional communication channels, including the university website, social media platforms, newsletters, and internal communication networks, ensuring regular publication of project achievements, opportunities, events, and results. UAL will support the dissemination of SYNAPSE activities within Spain and across its international academic and Erasmus+ networks by organising and participating in workshops, webinars, conferences, and multiplier events related to systems thinking, intercultural dialogue, youth empowerment, climate action, digital transformation, and social inclusion. Special attention will be given to engaging students and young people with fewer opportunities, in line with the project's inclusion objectives. The university will also contribute to the visibility of project outputs by encouraging participation from faculty members, researchers, and students in collaborative learning activities and policy dialogue initiatives. Dissemination materials will follow Erasmus+ visibility guidelines and include references to EU funding. Furthermore, UAL will cooperate closely with consortium partners to amplify outreach efforts and ensure the long-term exploitation and sustainability of project results beyond the project lifetime.
Apodissi	As a key partner in Work Package 5 (Communication and Dissemination), Apodissi will play an active role in ensuring the effective promotion, visibility, and uptake of SYNAPSE results at local, regional, and international levels. The partner will contribute to the implementation of the overall Communication and Dissemination Strategy by leveraging its networks, expertise, and communication channels. Apodissi will support the dissemination of SYNAPSE outputs by actively sharing project results, updates, and opportunities through its institutional platforms, including its website, social media channels, newsletters, and stakeholder

	networks. Emphasis will be placed on reaching youth organisations, educators, civil society actors, and policy stakeholders aligned with the project's thematic priorities. The partner will liaise with youth-led organisations in Nigeria, where it maintains an office and a well-established network of relevant stakeholders, thereby strengthening outreach and engagement at the national and regional levels. Apodissi will also play a central role in promoting SYNAPSE outputs through the Smart Step eLearning Platform, which it manages. As training materials and resources are published on the platform, Apodissi will ensure their visibility and uptake by actively engaging its community of approximately 2,000 members through targeted dissemination actions, including social media promotion, newsletters, and forum posts. In addition, Apodissi will contribute to increasing engagement and visibility by promoting SYNAPSE through participation in relevant events, conferences, and webinars, acting as a representative of the project where appropriate. The partner will also support the organisation of dissemination activities, including workshops, stakeholder meetings, and awareness-raising initiatives, to foster dialogue and knowledge exchange. Apodissi will ensure the consistent application of SYNAPSE's visual identity and communication guidelines across all dissemination activities, strengthening project recognition and coherence. Furthermore, the partner will contribute to monitoring dissemination performance by tracking key engagement indicators, such as participation levels, online interactions, and outreach metrics. Through these actions, Apodissi will contribute to maximising the reach, impact, and sustainability of SYNAPSE results, supporting their uptake and replication beyond the project's duration.
Science Horizons Kenya	Science Horizons Kenya intends to contribute to the SYNAPSE Communication and Dissemination activities in Kenya through its existing partnerships, youth engagement platforms, community outreach programmes, and stakeholder networks. Possible contribution areas include Leveraging Science Horizons Kenya's collaborations with NGOs, youth groups, educational institutions, and innovation hubs to support discussions around systems thinking and social impact Promoting SYNAPSE activities, events, and outputs through Science Horizons Kenya communication channels, social media platforms, public forums, workshops, conferences, and institutional networks. Collaborating with local media houses and digital media platforms to increase awareness, public engagement, and dissemination of SYNAPSE-related activities and outcomes across Kenya. Supporting the development of locally relevant communication materials, storytelling initiatives, and knowledge-sharing activities that highlight community impact, and best practices emerging from SYNAPSE activities in Kenya
Blue Sapphire Hub Foundation	Blue Sapphire Hub Foundation will actively support the communication and dissemination activities of the SYNAPSE Project in Nigeria and across its regional networks by leveraging its innovation ecosystem, youth engagement platforms, digital communities, and strategic partnerships. As a partner supporting Work Package 3: Youth Facilitators Development, Blue Sapphire Hub will contribute to promoting facilitator opportunities, systems thinking learning activities, virtual exchange participation, and youth-led engagement initiatives through targeted outreach campaigns, digital storytelling, webinars, ecosystem events, and community engagement activities. The organisation will utilise its social media platforms, innovation programs, startup and youth networks, and partner communities to amplify SYNAPSE activities, learning resources, and project outcomes while encouraging active participation among young people, women, persons with disabilities, and underserved communities. Blue Sapphire Hub will also support the documentation and dissemination of participant experiences,

	local systems mapping activities, facilitation labs, and intercultural exchange stories through visual content, impact stories, interviews, and community-driven media engagement. Additionally, the organization will collaborate with universities, innovation hubs, civil society organizations, and youth-led networks to strengthen awareness, knowledge sharing, and stakeholder participation around systems thinking, digital collaboration, and youth leadership. Through these efforts, Blue Sapphire Hub aims to strengthen youth engagement, promote intercultural dialogue, and contribute to the visibility, sustainability, and long-term impact of the SYNAPSE Project across Africa and beyond.
National Youth Climate Action Network Association	Youth4CAN will play a strategic role in the youth exchange component of the project as the African partner, with responsibility for driving youth exchange activities, leading youth mobilisation efforts, and coordinating the youth-driven virtual festival. This will include mobilising and engaging young people to actively participate in SYNAPSE activities, promoting SYNAPSE opportunities to youth audiences, and producing comprehensive reports on youth exchange activities. Youth4CAN will also support the dissemination of SYNAPSE learning materials and project resources among young people and local stakeholders. This includes strengthening youth mobilisation through targeted outreach, fostering active engagement on SYNAPSE online platforms, and amplifying SYNAPSE information across our digital channels to ensure broader visibility and reach.
Centre for Humanity and Sustainable Development	CHUSDE intends to actively contribute to the communication and dissemination activities of the SYNAPSE Project in Malawi through its existing youth engagement initiatives, community development platforms, stakeholder networks, and digital communication channels. Possible contribution areas include: Promoting SYNAPSE activities, opportunities, and project outputs through CHUSDE communication platforms, including social media pages, community forums, youth engagement sessions, and stakeholder meetings. Engaging young people, youth-led organisations, community groups, and local stakeholders in awareness-raising activities related to systems thinking, climate change, social inclusion, and digital participation. Supporting the dissemination of SYNAPSE learning materials, virtual exchange opportunities, and project resources through community outreach activities and local youth networks in Malawi. Participating in relevant national and local events, including youth dialogues, climate change discussions, community development forums, and International Youth Day activities, to increase visibility and stakeholder engagement for the project. Collaborating with civil society organisations, educational institutions, and youth networks to strengthen outreach, participation, and knowledge-sharing activities linked to SYNAPSE objectives. Supporting storytelling, documentation, and dissemination of local experiences, youth perspectives, and community impact emerging from SYNAPSE activities in Malawi. Encouraging active engagement with SYNAPSE digital communication channels and online learning platforms through sharing, participation, and interaction with project content. Through these actions, CHUSDE is aiming to strengthen youth participation, promote intercultural learning and systems thinking approaches, and contribute to the wider visibility, sustainability, and impact of the SYNAPSE Project in Malawi and beyond.

Ethiopian Catholic Church Salesians of Don Bosco	The Salesians of Don Bosco (Ethiopian Catholic Church Salesians of Don Bosco) will implement a targeted communication and dissemination plan for the SYNAPSE project by leveraging our youth centre, school and TVET centres colleges located in five regions and other community platforms across Ethiopia. We will promote the virtual exchange opportunities and systems thinking training through youth centres, schools, and vocational training centres; sharing the project communication, contents using social media channels (Telegram, Facebook, and Instagram); actively participating in different events, workshops, and forums, and disseminating project deliverables, toolkits, and the project platform. All activities will adhere to SYNAPSE branding and EU visibility guidelines, while contributions will be recorded in the project's dissemination tracking sheet, ensuring consistent reporting on youth engagement.
System Dynamics Italian Chapter	SYDIC – System Dynamics Italian Chapter will implement a targeted communication and dissemination plan for the SYNAPSE project by leveraging its national and international network of researchers, professionals, educators, institutions, and organisations active in the fields of Systems Thinking and System Dynamics. SYDIC will promote virtual exchange opportunities and systems thinking training through its communication channels, professional community, webinars, events, workshops, and thematic forums. The association will contribute to sharing project content, news, deliverables, toolkits, and the project platform through its website, newsletters, social media channels, and partner networks, ensuring visibility among stakeholders interested in education, innovation, sustainability, and systemic approaches to complex challenges. SYDIC will also support dissemination by actively participating in project events and by engaging its community in activities connected to Systems Thinking, youth empowerment, capacity building, and collaborative learning. All communication and dissemination actions will follow SYNAPSE branding and EU visibility guidelines. Contributions will be documented in the project's dissemination tracking sheet to ensure consistent reporting on stakeholder engagement, outreach activities, and the impact of communication efforts.
The Technical University of Kenya	As a key partner in this project, especially on work package 2 and 3, the Technical University of Kenya will implement a structured communication and dissemination plan that will focus on promoting project objectives, activities, achievements, and impact among key stakeholders including youth-serving institutions, government agencies, development partners, academia, industry actors, and youth networks. TU-K will utilize institutional communication platforms such as the university website, workshops, webinars, social media platforms, and stakeholder forums to ensure timely and consistent dissemination of project outputs and success stories at the institutional, national, and regional levels. TU-K will coordinate targeted dissemination activities aimed at strengthening the visibility and uptake of capacity-building interventions among youth-serving institutions. This will include organizing training workshops, stakeholder consultative meetings, dissemination seminars, and knowledge exchange forums to share best practices, institutional learning experiences, and innovative approaches emerging from the project. Communication materials such as training manuals, infographics, reports, videos, will be developed and shared widely to support institutional learning and sustainability. TU-K will implement a youth-centered dissemination approach designed to promote the development and visibility of youth facilitators trained under the project. The university will document and showcase youth facilitator experiences, mentorship activities, and community engagement outcomes through digital storytelling, testimonials, multimedia content, and peer-learning platforms. Social media campaigns, innovation showcases, and youth dialogue

	forums will be used to amplify youth voices and encourage wider participation in project activities. Additionally, TU-K will monitor and evaluate the effectiveness of communication and dissemination efforts through stakeholder feedback, participation metrics, media reach analysis, and periodic reporting to ensure continuous improvement and alignment with the overall objectives of the SYNAPSE Project.
Pan-Atlantic University	PAU intends to contribute to the SYNAPSE Communication and Dissemination activities through its existing academic, youth engagement, and stakeholder networks. Possible contribution areas include: Connecting SYNAPSE with existing PAU/LBS networks across academia, industry, policymakers, development organisations, alumni communities, and youth-focused groups to support stakeholder engagement and project visibility. Promoting SYNAPSE activities, opportunities, and outputs through PAU/LBS communication channels, newsletters, social media platforms, conferences, and institutional networks. Identifying existing PAU/LBS-linked initiatives related to sustainability, digital transformation, youth development, entrepreneurship, ethics, and community development that may align with SYNAPSE collaboration goals. Existing initiatives that could support this include the Sustainable and Inclusive Digital Financial Services (SIDFS) initiative (https://sustainabledfs.lbs.edu.ng/), the LBS Sustainability Centre (https://sustainabilitycentre.lbs.edu.ng/), and the Christopher Kolade Centre for Research in Leadership and Ethics (CKCRLE) (https://ckcrle.lbs.edu.ng/). Encouraging members of the PAU/LBS community to identify and share relevant projects, initiatives, events, and engagement opportunities that may support SYNAPSE dissemination, collaboration, and stakeholder participation objectives

4. RESULT MONITORING

To ensure that the SYNAPSE Communication and Dissemination Plan is effectively aligned with the project's overall goals and objectives, a comprehensive set of reports, milestones, and Key Performance Indicators (KPIs) has been established. These indicators will enable the systematic monitoring and evaluation of communication activities, ensuring their efficiency, relevance, and impact throughout the project lifecycle.

The defined KPIs are categorised into both quantitative and qualitative criteria, allowing the consortium to measure not only the reach and visibility of dissemination actions, but also the level of stakeholder engagement, quality of interactions, and overall effectiveness of communication efforts.

4.1 QUANTITATIVE INDICATORS

The Dissemination and Communication Activities Tracking Excel Sheet (Annex A) serve as the official monitoring tool for capturing and documenting all dissemination and communication activities implemented by each project partner throughout the duration of the project. The file is to be populated continuously by all partners to ensure systematic recording of activities, enable aggregation of quantitative data, and support consistent and verifiable reporting across the consortium in line with project requirements.

4.1.1 Milestones

TABLE 4: SYNAPSE WP5 MILESTONES

MILESTONE NO	MILESTONE NAME	MEANS OF VERIFICATION	DUE DATE	STATUS
MS6	SYNAPSE Website on social media active	Website published and social media active	M03	Achieved in April 2026

4.1.2 Deliverables

This constitutes the first of five planned deliverables, providing a comprehensive report on the activities carried out by the SYNAPSE team within Work Package 5 (Communication and Dissemination). It outlines the actions undertaken to ensure effective outreach, visibility, and impact creation, while also detailing the project's exploitation and sustainability strategy to maximise the uptake, replication, and long-term use of SYNAPSE results.

TABLE 5: SYNAPSE WP5 DELIVERABLES

DELIVERABLE NO	DELIVERABLE TITLE	LEAD PARTNER	DUE DATE	STATUS
D5.1	Dissemination and Communication Strategy and Plan	Apodissi	M04	Current document
D5.2	Mid Term Replicability Strategy	Mundus	M18	Planned

D5.3	Impact Assessment Framework	PAU	M18	Planned
D5.4	Final Replicability Strategy	Mundus	M34	Planned
D5.5	Impact Assessment Report	PAU	M36	Planned
D5.6	Final Dissemination and Communication Report	Apodissi	M35	Planned

4.1.3 Key Performance Indicators (KPIs)

At Month 12 (M12), the defined KPIs will be used to assess the effectiveness of SYNAPSE communication and dissemination activities. The results of this monitoring exercise are summarised in the table below, providing a clear overview of progress, outreach, and impact achieved within the first year of project implementation.

TABLE 6: SYNAPSE DISSEMINATION AND COMMUNICATION KPIS

MEASURE	INDICATOR	TARGET M36	MEANS OF VERIFICATION	STATUS AT M4 (MAY 2026)
Smart Step eLearning Platform	eLearning Platform Accessibility Score	$\geq 90\%$ Online accessibility	Performance tracker results	The enhanced Platform with accessibility features will be launched in September 2026 with 90% online accessibility
SYNAPSE Project Website	No of visits by the end of the project	5,000	Matomo Analytics	166 visits
Social Media Outreach, Project's website visits, Press Coverage	Number of external stakeholders engaged via dissemination activities	10,000 Contacts	Event reports and participation lists, social media metrics, website visits, press coverage (estimated)	NA

4.2 QUALITATIVE INDICATORS

Additionally, there are positive outcomes of SYNAPSE dissemination activities that cannot be easily quantified. To better assess the overall impact of the communication plan, the following qualitative indicators will be considered:

SYNAPSE's social media and digital platform dissemination efforts generate meaningful interactions, including discussions, feedback, and content sharing. While social media analytics can provide quantitative metrics such as likes, shares, comments, and engagement rates, the quality and depth of stakeholder engagement must be assessed on a case-by-case basis, considering the relevance and substance of interactions.

Some impacts of SYNAPSE dissemination activities may only become visible over time. Relationships with key stakeholders, youth facilitators, and partner organisations are built progressively, and initial "silent" contacts may later evolve into active participants in project initiatives or adopters of SYNAPSE methodologies. For example, youth organisations or educational institutions may implement systems thinking approaches or adopt training resources after initial engagement. These long-term effects will be tracked and considered when evaluating the project's overall impact and sustainability.

5. EXPLOITATION STRATEGY AND SYSTEMIC IMPACT

Connecting people through the development of a sustainable and proactive network represents a core objective of ERASMUS+ Virtual Exchanges initiative and it is therefore central to the success and long-term impact of the SYNAPSE project. A strong and reliable network of partners and stakeholders is essential not only for effective project implementation, but also for ensuring the replicability and sustainability of its results. Throughout the project lifecycle, all SYNAPSE partners will actively contribute to building and maintaining high-quality relationships with relevant stakeholders, thereby enhancing the overall value and outreach of the project. Partners will act as ambassadors of SYNAPSE, consistently applying the project's visual identity and communication standards to ensure clear recognition and visibility across all activities and platforms. The consortium will prioritise the creation and consolidation of a dynamic, multi-level network through targeted engagement actions, including collaboration with youth organisations, educational institutions, policy makers, and civil society actors. To maximise reach and long-term impact, SYNAPSE will leverage and expand strategic partnerships and international networks, including Erasmus+ Youth structures, African Union (AU) platforms, and United Nations (UN) youth initiatives. This approach will strengthen cross-continental cooperation, facilitate knowledge exchange, and support the sustained dissemination and exploitation of project results beyond its formal duration. To operationalise this approach, the table below outlines the initial SYNAPSE Exploitation Plan, detailing the key target groups, expected results, corresponding exploitation actions, required resources, and partners involved.

TABLE 7: SYNAPSE EXPLOITATION PLAN

TARGET GROUPS	RESULT	EXPLOITATION PLAN	RESOURCES NEEDED	ACTORS INVOLVED
Youth facilitators (200 trained)	Local/national champions in systems thinking	Capacity building through training workshops and mentorship programs	Training modules, facilitator guides, online support platform	Project partners, local youth organisations
Youths across SYNAPSE partners' countries (2,500 engaged)	Replicable systems thinking practices	Open access to Youth Systems Atlas & Systems Thinking Toolkit	Openly licensed toolkits, eLearning materials	Project partners, Youth organisations, schools, civil society actors
Youth work practitioners, educators	Integration of systems thinking in curricula and training agendas	Mainstreaming systems thinking in curricula, and youth programs	Training materials, policy briefs, guidance notes	Ministries of Education, Erasmus+ Networks
Policy makers and regional authorities	Influenced youth engagement policies	Dissemination of youth-led policy briefs and advocacy materials	Policy briefs, presentations, digital dissemination channels	Regional authorities, AU Youth Division, UN Youth Envoy networks
Cross-continental networks	Extended systemic impact	Leveraging Erasmus+, AU, and UN youth networks for collaboration and knowledge exchange	Network meetings, online platforms, dissemination channels	Erasmus+ Youth Networks, AU Youth Division, UN Youth Envoy networks
Replicators of SYNAPSE methodology	Scalable and adaptable virtual	Creation of a Replication Guide and toolkit for	Replication Guide, open-	Consortium partners, partner organisations,

	exchange methodologies	adoption in different contexts	access resources, training support	open education networks
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6. CONCLUSIONS AND NEXT STEPS

The SYNAPSE Communication and Dissemination Strategy (Work Package 5) established a comprehensive framework to ensure long-term visibility, stakeholder engagement, and sustain impact of the project across Europe and Sub-Saharan Africa (SSA). It supports the overall mission of strengthening youth engagement, promoting systems thinking approaches, and addressing key societal challenges such as climate change, inequality, and digital exclusion.

The strategy is implemented through an integrated communication ecosystem, including the SYNAPSE website, Smart Step eLearning platform, social media channels, newsletters, webinars, and stakeholder partnerships. These channels ensure continuous dissemination of project outputs to diverse target audiences, including young people, educators, policymakers, and civil society actors.

During the initial phase, the focus has been on establishing structured communication processes, tools, and quality assurance guidelines. Full implementation of dissemination activities will scale up from Month 05, with active engagement from all consortium partners.

To ensure consistency and accountability, all partners are required to adhere to agreed communication guidelines, timelines, and quality standards, while actively contributing to the visibility and promotion of project results.

Monitoring and evaluation are ensured through the Dissemination and Communication Activities Tracking Excel Sheet (Annex A), which enables systematic documentation of all dissemination activities, aggregation of quantitative indicators, and transparent reporting across the consortium.

Strategic implementation is further guided by the SYNAPSE Dissemination and Communication Calendar (Annex B) and supported by Content Development and Publication Compliance Guidelines, ensuring structured planning, coordination, and quality control across all outputs.

7. ANNEX A: SYNAPSE DISSEMINATION AND COMMUNICATION ACTIVITIES TRACKING



The form below has been designed to help you keep track of any kind of awareness and dissemination/communication activities. Just to remind you, dissemination activities include, but are not limited to, meetings, workshops, interviews, press releases, publications, e-mails, presentations, informal discussions, seminars, etc. Please, complete any relevant parts of the form below each time you perform a dissemination or communication activity either this is small or large.

Important: Specify the type of activity as well as the type of the audience(s) addressed using the categories provided in the drop-down menu.

[illegible]

8. ANNEX B: SYNAPSE EDITORIAL CALENDAR

SYNAPSE DISSEMINATION AND COMMUNICATION CALENDAR										
Month	Week	Partner Lead	Work Packag	Topic	Content Title	Content Typ	Channel	Target Audience	Objective	Not
May-26	Week 1	APODISSI	WP5	Project Launch	What is SYNAPSE?	Website Launch	SYNAPSE Website	General Public, Stakeholders	Awareness	
May-26	Week 2	All Partners	WP5	Project Launch	Follow SYNAPSE social media	Social Post	LinkedIn, TikTok, FB, Instagram	General Public, Stakeholders	Awareness	
May-26	Week 3	All Partners	WP5	Project Launch	EU-Africa Collaboration	Carousel	LinkedIn, TikTok, FB, Instagram	General Public, Stakeholders	Awareness	
May-26	Week 4	All Partners	WP5	Project Launch	SYNAPSE on Partners' websites	Short news	Partners' websites	General Public, Stakeholders	Awareness	
Jun-26	Week 1	All Partners	WP5	Storytelling	SYNAPSE Podcast Episode 1: Launch	AudioPodcast	Youtube	Youth + Stakeholders	Launch storytelling series	
Jun-26	Week 2	All Partners	WP5	Project Launch	What is SYNAPSE?	Press Release	Press Release / Media	Media	Awareness	
Jun-26	Week 3	APODISSI	WP5	Partner introduction	Interview with Mundus	Short news	Website/Social media	General Public, Stakeholders	Awareness	
Jun-26	Week 4	APODISSI	WP5	Partner introduction	Interview with AUL	Short news	Website/Social media	General Public, Stakeholders	Awareness	
Jul-26	Week 1	APODISSI	WP5	Partner introduction	Interview with SYDIC	Short news	Website/Social media	General Public, Stakeholders	Awareness	
Jul-26	Week 2	APODISSI	WP5	Partner introduction	Interview with Apodissi	Short news	Website/Social media	General Public, Stakeholders	Awareness	
Jul-26	Week 3	APODISSI	WP5	Partner introduction	Interview with YOUTH4CAN	Short news	Website/Social media	General Public, Stakeholders	Awareness	
Jul-26	Week 4	APODISSI	WP5	Partner introduction	Interview with blue Sapphire	Short news	Website/Social media	General Public, Stakeholders	Awareness	
Aug-26	Week 1	APODISSI	WP5	Partner introduction	Interview with Pan-African University	Short news	Website/Social media	General Public, Stakeholders	Awareness	
Aug-26	Week 2	APODISSI	WP5	Partner introduction	Interview with The Technical University	Short news	Website/Social media	General Public, Stakeholders	Awareness	
Aug-26	Week 3	APODISSI	WP5	Partner introduction	Interview with Science Horizon Kenya	Short news	Website/Social media	General Public, Stakeholders	Awareness	
Aug-26	Week 4	APODISSI	WP5	Partner introduction	Interview with Salesian of Don Bosco	Short news	Website/Social media	General Public, Stakeholders	Awareness	
Sep-26	Week 1	APODISSI	WP5	Partner introduction	Interview with CHUSDE	Short news	Website/Social media	General Public, Stakeholders	Awareness	
Sep-26	Week 2	APODISSI	WP5	Partner introduction	Interview with IUL	Short news	Website/Social media	General Public, Stakeholders	Awareness	
Sep-26	Week 3	SYDIC	WP2	Systems Thinking	What is Systems Thinking?	Short News	SYNAPSE website	Youth, Educators	Education	
Sep-26	Week 4	All Partners	WP2	Storytelling	SYNAPSE Podcast Episode 2: Why Systems Thinking Matters	Audio Podcast	Youtube	Youth + Educators	Deepen understanding through discussion	
Oct-26	Week 1	SYDIC	WP2	Systems Thinking	Why Systems Thinking Matters	Social Post	LinkedIn	Youth, Educators	Education	
Oct-26	Week 2	SYDIC	WP2	Systems Thinking	Examples of Systems Thinking	Video	YouTube	Youth, Educators	Education	
Oct-26	Week 3	SYDIC	WP2	Systems Thinking	Tools & Methods	Infographic	LinkedIn, TikTok, FB, Instagram	Youth, Educators	Education	
Oct-26	Week 4	All Partners	WP2	Country Spotlights	Nigeria Youth Challenges	Article	SYNAPSE Website	Youth, Stakeholders	Context Awareness	
Nov-26	Week 1	All Partners	WP2	Country Spotlights	Kenya Digital Economy	Post	LinkedIn	Youth, Stakeholders	Context Awareness	
Nov-26	Week 2	All Partners	WP2	Country Spotlights	Namibia Climate Issues	Carousel	LinkedIn, TikTok, FB, Instagram	Youth, Stakeholders	Context Awareness	
Nov-26	Week 3	All Partners	WP2	Country Spotlights	Malawi Inequality	Post	LinkedIn, TikTok, FB, Instagram	Youth, Stakeholders	Context Awareness	
Nov-26	Week 4	NGOs	WP3	Inclusion	Women in SYNAPSE	Video	LinkedIn, TikTok, FB, Instagram	Youth, NGOs	Engagement	
Dec-26	Week 1	NGOs	WP3	Inclusion	Youth with Disabilities	Post	LinkedIn, TikTok, FB, Instagram	Youth, NGOs	Engagement	
Dec-26	Week 2	NGOs	WP3	Inclusion	Rural Youth Stories	Story	LinkedIn, TikTok, FB, Instagram	Youth, NGOs	Engagement	
Dec-26	Week 3	NGOs	WP3	Inclusion	Inclusion in Practice	Article	SYNAPSE Website	Youth, NGOs	Engagement	
Dec-26	Week 4	MUNDUS	WP3	Recruitment	SYNAPSE Facilitator Recruitment Launch	Press Release	Media/Website	Youth + Stakeholders	Announce recruitment officially	
Jan-27	Week 1	All Partners	WP3	Recruitment	Call for Facilitators	Campaign Post	LinkedIn, TikTok, FB, Instagram	Youth	Recruitment	