



ERASMUS + project JOY in SPORTS – „Strengthening inclusion and joy in sports clubs in Europe“

Deliverable 5.1: Project webpage, newsletter and social media

WP 5 leader: Estonian Foundation of Sports Information and Education

Project: ERASMUS + Sport - 2023 EU-s: 101134472/JOY-21/08/2023

Tallinn 2024



1. Introduction

Dissemination is a crucial part of the JOY in Sports project to ensure that the results are used beyond the project consortium and have a lengthy longevity.

During the whole project period the dissemination takes place, ensuring JOY engages with different stakeholders early on and, therefore, gains their interest in the project and its results.

One of the first actions of the Work package 5 was the creation of the **communication and dissemination plan**. Plan sets out a strategy to maximize the impact of the project, to increase its visibility, and to ensure that project outputs reach a wide audience of relevant stakeholders, policymakers.

Importantly, the JOY in Sports consortium has been formed particularly with partners representing different groups of organizations from different countries. Remarkable importance is on the networks and communication channels that all project partners already have.

Partners commit to using their networks and alliances beyond the consortium countries (e.g. ASHOKA, Citizen network, European Creative Hub network). All partners of the project are encouraged and expected to be involved in different ways in communication and dissemination efforts.

2. Visual identity

Dissemination activities including webpage, will start right at the beginning of the project with the establishment of **a visual identity**. A recognizable project identity with logo and templates (flyer, roll-up, powerpoint presentation..etc) are essential for the branding of the project. Link to the brand book:

<https://drive.google.com/drive/folders/1XfZ2f3gDrfTBllymxza0k8h27Zl0iHKf>

Branding is the sense - making part of the project. It is a tool to form an image of the project that the consortium wants to create in the mind of stakeholders and target groups. It will deliver attributes, individual benefits, values and personality. It also ensures trust and community building since several activities will be implemented with end -users. The goal is to reach the highest possible visual recognition and uniform appearance of the project in all partner countries.



LOGO USAGE



PRIMARY & SECONDARY COLORS

HEX:
#58C3F1

01

HEX:
#70B52C

02

HEX:
#FFEA13

03

HEX:
#333333

04



Mirror option:



3. Project website and Social media

Project website www.joyinsports.com will be the main information resource of the project. It aims to increase visibility of the project's outputs to all target groups (end-users, stakeholders and public audience). **Each partner organization's websites will have a hyperlink leading to the project site.**

Website containing all public material and findings produced throughout the Joy project. **The website aims** to target sport clubs, managers, coaches, providing them the necessary material to implement the approach found and, therefore, decrease the discrimination and increase the sense of Joy of children playing sports. The website will also provide materials for policy makers, local governments.

The project will make use of Facebook pages (e.g., from individual partners and project staff) Instagram and Youtube playlists, where partners also post regularly news about the implementation of the project in their countries and related news.

Social media:

Instagram https://www.instagram.com/eu_joyinsports/

Facebook <https://www.facebook.com/JOYINSPORTS>

will be utilized throughout the whole project to engage stakeholders and share findings. In this way it will also reach out to stakeholders and end-users to provide feedback on the project.

Beyond that, it will be used throughout the lifespan of the project and to include countries and groups that were not initially associated. All partners will also include their own social media accounts via cross-links.

The consortium will also liaise with other organizations (e.g., Associated Partners Finnish Olympic Committees) to utilize their social media as a way to further disseminate the project, the Erasmus+ funding, our events and learnings to a broader audience.



In order to further promote the project, a specific hashtag **#joyinsports** was created and used throughout the project by the project partners, Associated Partners, Erasmus+ Sport National Contact Points and any other interested stakeholder.

The project website will have the following pages:

- 1) Home
- 2) About the project
- 3) Partners/Contacts
- 4) Blog/News
- 5) Outputs

JOY in SPORTS website: <https://joyinsports.com/>



All project materials (including any produced outputs, data, website, newsletters, etc) will always publicly acknowledge the European Union funding, programme (Erasmus+), and grant number as per the instructions in the Grant Agreement. Logos of the funder will also be used whenever appropriate and always following the guidelines provided, e.g., regarding size in comparison to other logos.

All materials produced in the Work packages and are public, will be available as downloaded versions on the project website.

Example:

WORK PACKAGE 1 Ethics requirements is in all project partners languages:
<https://joyinsports.com/work-packages/>



WORK PACKAGE 1 - Project management and coordination. WP 1 leader: P1 INNOCAMP.PL

1. Project management and reporting activities

This task deals with the daily management and control of JOY, as well as the liaison with the funding agency and external organizations and coordination of the internal information flow, including arranging a central and safe repository for all partners to access relevant project documentation.

2. Ethics requirements

This task sets out and follows the ethics requirements that the project must comply with. Under this activity the project's Ethics and Privacy Protection guidelines will be drafted where the guiding principles and the main procedures regarding privacy, data protection, legal issues and ethical challenges will be included.



English



Estonian



Finnish



Polish



Portuguese



Turkish

Publication of educational and training materials will also be openly accessible through the project website. All the scientific papers and professional journals reference information is collected in JOY's website, so that the public audience has easy access to the information.

4) e-newsletter

Newsletter was created for this task and will be disseminated to the interested stakeholders abiding by GDPR rules. It will be sent 2 times of the year throughout the project lifespan. The recipients are the target groups, the participants, the stakeholders and Associated Partners' contacts, who have demonstrated an interest in the project.



About the project

Erasmus+ sports project "Joy in Sports" promote inclusion, enthusiasm and joy in sports across the Europe. Project strengthens the ties between sports organisations, clubs, athletes, children, parents, and everyone involved in sports.

In addition, the project develops for coaches new methods and practices, concrete educational tools, new art-based methods, variable motor skills exercises to form novel supportive training program. Most importantly, keep children in sports and enjoy sports.

Main goals

To develop concrete educational tools for coaches using art-based methods and variable motor skills exercises to form a novel supportive training program for promotion of inclusion and joy.

To keep the children and youth in sports, it is expected that the novel art-based methods may encourage children and young athletes to express their readiness to train and to give their coaches more tools to find out the young athletes' mood and psychophysiological readiness before and enjoy sports.

We will summarise our findings from the best practices' analysis and devise an approach to combine science and art-based methods. This will be called the Coaches' Educational Pack (CEP) 1.0 and will contain the initial guidelines for the sport clubs to pilot our combination approach. The information from the reviews, interviews and surveys are analysed, summarised and listed in one PDF document. Read summary in [PDF](#).

Project's leading partner: [INNOCAMP.PL](#). Partners: [Turku AMK University of Applied Sciences](#), [Turku University of Applied Sciences](#), [Turku University of Applied Sciences](#), [Turku University of Applied Sciences](#), [Turku University of Applied Sciences](#), [Turku University of Applied Sciences](#), [Turku University of Applied Sciences](#), [Turku University of Applied Sciences](#), [Turku University of Applied Sciences](#), [Turku University of Applied Sciences](#).



[Read more](#) and after the training session.

What we do to achieve the goals?

Surveys

In the preparation phase existing knowledge and experiences of discrimination behaviour in sport clubs was mapped. Focus group surveys will be conducted in each participant country involving the coaches, volunteers, children and art and sport and physical activity specialists.

Interviews

To understand what methods exist for the development of practical, art-based tools combined with physical exercises for sport coaches, team leaders, volunteers and youth workers to increase and strengthen inclusion, enthusiasm, joy, and group spirit in sports for all children and youth despite their possible functional limitations, race or ethnic background.

Summary

Partners



Project: ERASMUS+ Sport - 2023 EU-A-101134472/JOY - 21/08/2023
Duration: 36 month (January 2024-December 2026)



[facebook.com/joyinsports](#)

[Link here to unsubscribe](#)



E-newsletter was designed using Smaily platform <https://smaily.com/>.

On the JOY in Sports website will be an option to sign up for the newsletter with privacy policy and permission to process personal data on the website abiding by GDPR rules.