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CAMPAIGN STRATEGY DOCUMENT REPORT (WP5)



COMBATHATE

COMBATING HATE SPEECH AND HATE CRIMES
AGAINST INDIVIDUALS WITH MENTAL DISABILITIES.

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ABOUT THE PROJECT

PROJECT NAME

COMBATHATE (Combating Hate Speech and Hate Crimes Against Individuals with Mental Disabilities)

PROJECT NUMBER

101205522

EU PROGRAMME

Citizens, Equality, Rights and Values (CERV)

WHY THIS PROJECT?

Individuals with mental disabilities frequently face hate speech and hate crimes that undermine their dignity, safety, and well-being. COMBATHATE seeks to address this challenge by developing tailored support systems, raising public awareness, and strengthening cooperation between civil society and public authorities (including law enforcement).



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PROJECT CONSORTIUM



Index

Chapter 1 — Overview & Objectives	1
1.1 Project context	1
1.2 Evidence base (why the campaign is needed)	1
1.3 Campaign objectives (what WP5 will achieve)	1
1.4 Link to WP5 tasks, milestones & deliverables	2
1.5 Assets & channels already in place (supporting the aims)	2
Chapter 2. Target Groups & Key Messages	3
2.1 Audience segmentation (who we talk to)	3
2.2 Message pillars (consistent across all channels)	3
2.3 Key messages by audience (with tone & CTA)	4
2.4 Channel & asset mapping (where messages live)	5
2.5 Language, accessibility & inclusion rules (how we say it)	6
2.6 Sample copy blocks (ready to localise)	7
Chapter 3. Communication Strategy & Channels	7
3.1 Strategic approach (how we reach people)	7
3.2 Owned web (partner websites)	7
3.3 Social media plan (Facebook & Instagram)	8
3.4 Print & outdoor (accessibility and local presence)	9
3.5 Events (face-to-face engagement)	9
3.6 Media relations (earned coverage)	9
3.7 Channel responsibilities & workflow	10
3.8 Channel map (what, where, how often, who, KPI)	10
3.9 Compliance & safeguarding (applies to every channel)	11
3.10 Quick editorial calendar (first 8 weeks example)	11
Chapter 4. Visual Identity & Assets (Logos, Flyer, Accessibility)	12
4.1 Purpose and scope	12
4.2 Core brand elements	12
4.3 Accessibility & Easy-to-Read (E2R) standards	13
4.4 Official flyer (brand anchor)	14
4.5 Standard assets & specifications	16
4.6 Where the identity must appear (mandatory placements)	17
4.7 File hygiene & evidence	18
Chapter 5. Implementation Plan, Timeline & Responsibilities	19
5.1 Operating model (how WP5 runs day-to-day)	19

5.2 Production workflow (from idea to publish)	19
5.3 Responsibilities (RACI)	20
5.4 Timeline & acceptance criteria	21
5.5 KPI dashboard & reporting cadence	22
5.6 Safeguarding, moderation & consent (always-on)	22
5.7 What partners must keep updated (monthly checklist)	22
5.8 Handover to sustainability (bridge to Chapter 6))	23
Chapter 6. Monitoring, Risks & Sustainability	23
6.1 Monitoring & reporting architecture	23
6.2 KPIs & targets (WP5)	24
6.3 Compliance & audit readiness	25
6.4 Risk register & mitigation	25
6.5 Sustainability (post-project continuity)	27
6.6 Close-out checklist (for M24 deliverables)	28

Chapter 1 — Overview & Objectives

1.1 Project context

COMBATHATE is a transnational initiative that creates a safer environment for people with mental disabilities by tackling hate speech and hate crimes across Europe. The project combines research, tailored support, stakeholder engagement and public awareness to champion dignity, participation and inclusion.

WP5 — Public Awareness & Dissemination runs across the project to raise awareness, disseminate results, and foster an inclusive community through a cross-border campaign, media engagement and public events (M1–M24; MUSIKART lead).

1.2 Evidence base (why the campaign is needed)

The Needs Assessment shows substantial exposure to hate speech alongside low reporting and significant psychological impact: **Estonia 65%, Bulgaria 66.7%, Italy 50%** exposed in the last 12 months; **formal reporting by victims: EE 33%, BG 0%, IT 12.5%**; mean impact scores **3.85 (EE), 3.1 (BG), 3.1 (IT)** with frequent anxiety/withdrawal. Public-space incidents dominate, and stakeholders cite complex forms, distrust, and lack of Easy-to-Read/AAC as barriers—directly justifying a public campaign that normalises by-stander action and clarifies reporting pathways.

1.3 Campaign objectives (what WP5 will achieve)

Overall aim: improve public understanding, reduce stigma, and increase safe reporting/support-seeking for people with mental disabilities—while ensuring compliant EU visibility of results.

Specific objectives (SO):

- **SO1 — Awareness & attitudes:** measurably increase knowledge and inclusion attitudes among general public and community stakeholders. (Tracked via pulse items in D5.8/D5.14.)
- **SO2 — Reporting clarity:** make “how to report” visible, simple and accessible (Easy-to-Read/AAC; proxy-reporting signposted).
- **SO3 — Stakeholder mobilisation:** engage educators, NGOs, families and authorities as visible allies through events and media.
- **SO4 — Evidence-led iteration:** monitor reach/engagement and adjust content monthly (Task 5.5).

- **SO5 — EU-compliant visibility:** apply the European flag and funding statement/disclaimer on all outputs.

1.4 Link to WP5 tasks, milestones & deliverables

Tasks: T5.1 planning, T5.2 execution, T5.3 media engagement, T5.4 dissemination of findings, T5.5 impact evaluation.

Key deliverables & timing:

- **D5.1** Campaign Strategy (M5); **D5.2** Campaign Materials (M8); **D5.3–D5.7** first public events (M12); **D5.8** first campaign report (M16); **D5.9–D5.13** second events (M24); **D5.14** second campaign report (M24); **D5.15** media report (M24); **D5.16** dissemination & sustainability plan (M24).

Milestones: MS12 Awareness Campaign Launch (M10) and MS13 Media Engagement Completion (M24).

1.5 Assets & channels already in place (supporting the aims)

Partner project pages (*EU-compliant landing points and repositories for campaign outputs*)

- GLI AMICI DI PUCK (IT): <https://gliamicidipuck.org/combathate-informazioni-progetto/>
- MUSIKART (IT): <https://www.musikart.it/combathate>
- PROVISION (BG): <http://provisionbg.org/index.php/cerv/>
- NOORUSE MAJA (EE): <https://www.noorusemaja.ee/en/cerv/>
- AMANITA (EE): <https://amanitaeesti.ee/combathate/>

Official social media (*core campaign hubs*)

- **Facebook:** @Combathate — <https://www.facebook.com/people/Combathate/61578210119624/>
- **Instagram:** @combathate_ue — https://www.instagram.com/combathate_ue/

Logos & flyer

- Two approved logo variants (solid blue; gradient line).

- The official flyer summarises the project’s “About the project”, key objectives, partner roles (RNUN—WP1, PUCK—WP2, AMANITA—WP3, PROVISION—WP4, MUSIKART—WP5) and the work-package timeline used across posts and events.

EU visibility rule

All channels and materials display the **European flag** and **funding statement**, with the disclaimer as required by **Article 17** (quality of information and visibility).

Chapter 2. Target Groups & Key Messages

2.1 Audience segmentation (who we talk to)

Primary

- **People with mental disabilities and their families/caregivers** (priority for support, safety, reporting clarity).
- **General public / bystanders** (activate safe allyship and reporting in everyday places).

Secondary

- **Frontline professionals** (educators, healthcare, social workers, NGO operators) — recognise/record/refer.
- **Law enforcement & public authorities** — accessible intake, consistent follow-up (WP4 link).
- **Employers & workplace allies** — inclusive practices, zero-tolerance stance.
- **Media & community influencers** — accurate, person-first narratives; amplify help and reporting info.

Placement anchors:

- **Partner pages** (institutional landing points): PROVISION (BG) · NOORUSE MAJA (EE) · AMANITA (EE) · GLI AMICI DI PUCK (IT) · MUSIKART (IT).
- **Social media hubs:** Facebook @Combathate, Instagram @combathate_ue.
- **Campaign flyer:** quick overview + links to web/social.

2.2 Message pillars (consistent across all channels)

1. **Dignity & Inclusion** — “Words and actions matter. Choose inclusion.”

2. **See it. Say it. Support.** — Safe by-stander prompts; report what you witness.
3. **Know your Rights & Get Help** — Short, clear steps; signpost to local support.
4. **Local & Trustworthy** — Messages are backed by partners you can contact.
5. **Safety-First & Accessible** — Easy-to-Read language, AAC pictograms, captions, and multiple ways to report (including proxy).

Every asset carries the COMBATHATE logo, EU emblem and funding line.

2.3 Key messages by audience (with tone & CTA)

A) People with mental disabilities & families

- **Core message:** *You are not alone. Support and reporting help are available.*
- **CTA:** “Find help and how to report on our partner pages and social channels.”
- **Tone & format:** reassuring, step-by-step, Easy-to-Read card/post; flyer + IG carousel.

Easy-to-Read version (sample):

“Someone used bad words or hurt you. You can get help. 1) Tell a safe person. 2) Call or write. 3) Make a report. We can help you do this.”

B) General public / bystanders

- **Core message:** *Hate speech hurts real people. Your voice matters—be a safe ally.*
- **CTA:** “If safe, speak up and then report. Learn how on our pages.”
- **Tone & format:** short action scripts in posters/reels; myth-busting tiles.

Micro-script:

“If it’s safe, say: ‘Please stop—this is not OK here.’ Then report what you saw.”

C) Frontline professionals (teachers, health/social workers, NGO staff)

- **Core message:** *Recognise, record, refer.*
 - **CTA:** “Download the 1-page reporting flow and contact your local partner.”
 - **Tone & format:** practical checklists; link from partner pages; FB post with downloadable PDF.
-

D) Law enforcement & public authorities

- **Core message:** *Accessible pathways build trust; consistent follow-up reduces repeat harm.*
- **CTA:** “Adopt the disability-aware intake tips and include Easy-to-Read options.”
- **Tone & format:** institutional; media kit briefs; cross-posted on partner sites.

E) Employers & workplace allies

- **Core message:** *Inclusion strengthens teams; zero tolerance protects everyone.*
- **CTA:** “Use our poster set and referral steps in your workplace policy.”
- **Tone & format:** concise, professional; A3 poster + LinkedIn-style tile (also shared on FB/IG).

F) Media & influencers

- **Core message:** *Tell accurate, person-first stories; always signpost help.*
- **CTA:** “Use the media kit (quotes, facts, links) and the EU funding line.”
- **Tone & format:** press release template, factsheet; request interviews via partner pages.

2.4 Channel & asset mapping (where messages live)

Audience	Primary placements	Asset type & frequency	Main CTA
People w/ disabilities & families	Partner pages; FB/IG	E2R cards (2×/mo); carousel with steps (1×/mo); flyer at events	“Get help / How to report”
General public / bystanders	FB/IG; posters	Reels with scripts (2×/mo); myth-buster tiles (2×/mo); A3 posters in hubs	“Speak up safely & report”
Frontline professionals	Partner pages; FB posts	1-page flow PDF; training dates (monthly)	“Download checklist / attend session”

Audience	Primary placements	Asset type & frequency	Main CTA
Authorities	Partner pages; media kit	Intake tips; cooperation note (quarterly)	“Adopt template / contact focal point”
Employers	Partner pages; FB/IG	Workplace poster set (bi-monthly)	“Adopt zero-tolerance poster”
Media & influencers	Media kit hub; email	Factsheet + quotes; photo pack (at milestones)	“Link to help; use funding line”

Always link back to:

- **Partner pages:**
 - GLI AMICI DI PUCK (IT): <https://gliamicidipuck.org/combathate-informazioni-progetto/>
 - MUSIKART (IT): <https://www.musikart.it/combathate>
 - PROVISION (BG): <http://provisionbg.org/index.php/cerv/>
 - NOORUSE MAJA (EE): <https://www.noorusemaja.ee/en/cerv/>
 - AMANITA (EE): <https://amanitaeesti.ee/combathate/>
- **Social hubs:** Facebook @Combathate · Instagram @combathate_ue
- **Flyer:** handout + QR to the above (and used in visuals as a brand anchor).

2.5 Language, accessibility & inclusion rules (how we say it)

- **Plain language / Easy-to-Read** (≥16 pt, high contrast; one idea per sentence).
- **Person-first language;** avoid diagnostic labels as identities.
- **Safety-first prompts** (never ask bystanders to intervene if unsafe).
- **Alt text & captions** for all images/videos; AAC pictograms for key actions.
- **EU visibility** on every asset: COMBATHATE logo + **EU emblem** + funding statement.

2.6 Sample copy blocks (ready to localise)

- **Reel caption — bystanders (IG/FB):**
“Spotted hate speech? If it’s safe, say: ‘Please stop—this is not OK.’ Then report what you saw. Learn how on our partner pages. #Combathate #SeeltSayItSupport”
- **Carousel — victims/families (E2R):**
“Need help? 1) Talk to a safe person. 2) Get support. 3) Report. We will help you. Tap for your city’s steps.”
- **Poster headline (public spaces):**
“See it. Say it. Support. — Choose inclusion. Report hate.”
- **Frontline one-pager CTA:**
“Recognise • Record • Refer → Download the reporting flow from your local partner page.”

Chapter 3. Communication Strategy & Channels

3.1 Strategic approach (how we reach people)

We combine **digital-first reach** with **on-the-ground presence** so messages are visible, trusted, and easy to act on:

- **Digital hubs** (Facebook & Instagram) for wide reach, storytelling, and quick iteration.
- **Partner websites** for institutional visibility, downloads, and compliance.
- **Print & events** for accessibility, local credibility, and face-to-face engagement.
- **Media relations** to amplify across countries and ensure legitimization.

All outputs carry the **COMBATHATE logo**, the **EU emblem + funding statement**, and reuse the **official flyer** as a brand anchor (see Chapters 4–6 for identity and compliance details).

3.2 Owned web (partner websites)

Each partner hosts a live project page that serves as a **stable landing point** for campaign information, downloads (flyer, posters), event agendas, and media kits:



- **GLI AMICI DI PUCK (IT):** <https://gliamicidipuck.org/combathate-informazioni-progetto/>
- **MUSIKART (IT):** <https://www.musikart.it/combathate>
- **PROVISION (BG):** <http://provisionbg.org/index.php/cerv/>
- **NOORUSE MAJA (EE):** <https://www.noorusemaja.ee/en/cerv/>
- **AMANITA (EE):** <https://amanitaeesti.ee/combathate/>

What lives here: project summary (Easy-to-Read box at top), *How to report* steps (localised), downloads (flyer A5 PDF, A3 poster), event announcements/recaps, press contacts, and links to social channels.

3.3 Social media plan (Facebook & Instagram)

Official channels:

- **Facebook:** @Combathate — <https://www.facebook.com/people/Combathate/61578210119624/>
- **Instagram:** @combathate_ue — https://www.instagram.com/combathate_ue/

Cadence (minimum viable):

- **2–3 posts/week** (tiles or carousels), **1–2 stories/week**, **1 reel/fortnight**.
- Partners repost/translate locally; use the same visuals and captions adapted for language.

Content buckets:

1. **Know your rights / How to report** (carousel + link to partner page).
2. **See it. Say it. Support.** (reels with safe by-stander scripts).
3. **Myth-busters** (tile series: “Words matter”, “Reporting helps”).
4. **Human stories** (with consent): short quotes, before/after support moments.
5. **Event teasers & recaps** (photos, short interviews, attendance CTA).
6. **Cross-posts** of flyer visuals to maintain brand recognition.

Copy & accessibility:

- Plain language; 1 idea/line; alt-text for images; burned-in captions on reels.
- Always include **EU funding line** in the caption or card footer.

- Hashtags (suggested): #Combathate #Inclusion #SeeItSayItSupport #StopHate.

Link-in-bio: points to a mini “Start here” page that lists the 5 partner pages and local *How to report* resources.

Comment moderation: zero tolerance for slurs/harassment; hide/remove and document; escalate threats to Coordinator.

3.4 Print & outdoor (accessibility and local presence)

- **Flyer (A5):** overview + QR to partner pages; E2R back side with *How to get help / How to report*.
- **Poster (A3):** headline “See it. Say it. Support.” + reporting QR + EU emblem/footer bar.
- **Roll-ups (85×200 cm):** gradient logo on white, short message, and compliant footer.
- **Easy-to-Read pocket cards (A6):** three steps to support/report; distribute via NGOs, schools, clinics.

Distribution points: schools, municipal offices, libraries, community centres, clinics, transport nodes, and police/community desks.

3.5 Events (face-to-face engagement)

Two waves:

- **Round 1 (M12):** national/local launch events aligned with WP3 workshops.
- **Round 2 (M24):** closing events with testimonies, short film reels, and local media.

Typical format: 60–90 min public session with short talks, lived-experience testimony (with consent), Q&A, E2R booth, flyer/poster handouts, and a *How to report* demo.

Outputs: photos (with consent forms), short quotes, 30-sec recap reel, attendance list—uploaded to the dissemination log and posted on FB/IG; partner pages host the recap.

3.6 Media relations (earned coverage)

- **Press releases** at milestones (D5.1, Round-1 events, Round-2 events, final reports).
- **Media kit:** factsheet (1p), approved quotes, photo pack, and EU funding line.

- **Local radio/TV** slots for accessibility; align with International/European days (e.g., disability rights, anti-bullying).
- **Spokespeople:** one per country (partner lead), plus MUSIKART for EU-level angles.

3.7 Channel responsibilities & workflow

- **MUSIKART (WP5 lead):** builds the monthly editorial calendar, templates, and master assets (logos, flyer visuals), drafts milestone press releases, and compiles the media log.
- **Partners:** localise captions, publish per calendar, manage comments, gather event evidence (photos/attendance/quotes), and keep their **project web pages** current.
- **Coordinator (Nooruse Maja):** checks EU visibility compliance (logo + emblem + funding line) and signs off on sensitive stories.

Monthly routine (30–45 min):

1. MUSIKART circulates next month's calendar and assets.
2. Partners add local events/dates and translations.
3. Publish → monitor → collect screenshots/metrics.
4. Upload evidence to Dissemination Log (for SYGMA deliverables).

3.8 Channel map (what, where, how often, who, KPI)

Channel	Main content	Frequency (min)	Owner(s)	Primary KPI(s)
Partner websites	Project summary, <i>How to report</i> , downloads (flyer/poster), media kit, event pages	Update ≥ monthly; per event	All partners	Page views, downloads, media pick-ups
Facebook @Combathate	Carousels, reels, event	2–3 posts/wk + stories	MUSIKART + partners	Impressions, engagement rate,

Channel	Main content	Frequency (min)	Owner(s)	Primary KPI(s)
	teasers/recaps, E2R cards			clicks to partner pages
Instagram @combathate_ue	Reels, tiles, stories; quotes; myth-busters	2–3 posts/wk + stories	MUSIKART + partners	Reach, saves/shares, profile link clicks
Print (flyer/poster/cards)	E2R info; QR to partner pages; brand anchor	Per event & quarterly top-ups	Partners	# distributed; scans (if tracked)
Events (R1/R2)	Live talks, demos, testimonies; media presence	Twice (M12, M24) + local pop-ups	Partners	Attendance, feedback forms, media hits
Media	Press releases, interviews, features	3–5 key moments	MUSIKART + partners	Articles/segments; estimated audience

3.9 Compliance & safeguarding (applies to every channel)

- **Identity:** COMBATHATE logo (approved variant), **EU emblem + funding statement** on every asset.
- **Accessibility:** Easy-to-Read layout, alt-text/captions, high contrast, ≥16 pt/px.
- **Consent & GDPR:** written consent for photos/quotes; blur or avoid minors; store forms securely.
- **Language:** person-first; no diagnostic labels as identities; avoid sensationalism.
- **Safety:** no doxxing; no victim-blaming; moderation protocol for harassment.

3.10 Quick editorial calendar (first 8 weeks example)

Week 1: Carousel “How to report (3 steps)” → FB/IG · Story: flyer teaser.

Week 2: Reel “See it. Say it. Support.” (bystander script) · Post: partner page roundup (tag all 5 pages).

Week 3: Myth-buster tile · Event save-the-date (if applicable).

Week 4: Human story (quote, with consent) · Poster drop (A3) with QR.

Week 5: Carousel “Know your rights” · Story Q&A.

Week 6: Reel recap from a training/mini-event · Media kit teaser.

Week 7: Myth-buster tile · Localised “How to report” card (BG/EE/IT).

Week 8: Event teaser (Round-1 prep) · Flyer post (carousel) with link to partner pages.

Chapter 4. Visual Identity & Assets (Logos, Flyer, Accessibility)

4.1 Purpose and scope

The COMBATHATE identity makes the campaign instantly recognisable across countries and channels and ensures full EU-visibility compliance on every output (print, web, social, events). Article 17 requires the **European flag (emblem)** and **funding statement** on all communication and dissemination materials, with the emblem at least as prominent as any other logo and kept separate from other marks. A factual disclaimer must also accompany communications.

In addition, beneficiaries must **present the project on their websites/social media** with the EU flag and funding statement and display signs/posters with the same during public events.

4.2 Core brand elements

Logos (approved variants)

- **Solid-blue mark** (for social avatars/tiles, dark backgrounds).
- **Gradient line mark on white** (for documents, roll-ups, posters). Do not stretch/re-colour beyond palette, add effects, set on low-contrast backgrounds, or overlay text on the mark.

Colour & type (for consistency)

- Primary blue derived from the logo; white or very light backgrounds for readability.
- Sans-serif type (system-safe: Arial/Helvetica/Inter). Titles bold; body regular.

EU emblem & funding line (mandatory on every asset)

- Emblem placed in the footer or a dedicated bar; **at least as prominent** as other logos; never modified.
- Funding statement (recommended wording): **“Co-funded by the European Union.”** (Translate for local versions where appropriate.)



4.3 Accessibility & Easy-to-Read (E2R) standards

All campaign assets follow the project's accessibility rules developed in WP2:

- **Easy-to-Read writing:** ≤15 words per sentence; one idea per line; left-aligned; short paragraphs; plain, concrete words.
- **Typography:** sans-serif; **16–18 pt** for print PDFs; ≥16 px on web; generous line-height (≥1.5).
- **Contrast & colour:** contrast ≥4.5:1; avoid red–green combinations; no text over images.

- **Images & icons:** use AAC-style pictograms; images support (not replace) text; add alt-text + short caption.
 - **Testing:** read-aloud/cloze tests; **comprehension ≥80%** before release.
 - **AAC assets:** icon-based complaint form (paper/fillable PDF), choice boards, Yes/No/Help cards; each icon with filename + alt-text + short label (EN + partner languages).
-

4.4 Official flyer (brand anchor)

The **COMBATHATE flyer** is the standard handout and layout reference for posters and social assets. It presents:

- the **project summary** and **key objectives**,
- the **consortium** (RNUN—WP1; PUCK—WP2; AMANITA—WP3; PROVISION—WP4; MUSIKART—WP5), and
- a **work-package timeline** (Needs Assessment M3; Staff Training M8–10; Workshops/Support M12–16; Authorities Engagement M20; Campaigns & Events throughout; Progress/Final Reports M8, M16, M24).

Every print run includes the EU emblem and funding statement in the footer (see 4.2).



COMBATHATE

COMBATING HATE SPEECH AND HATE CRIMES
AGAINST INDIVIDUALS WITH MENTAL DISABILITIES.

ABOUT THE PROJECT

COMBATHATE is a transnational initiative that creates a safer environment for individuals with mental disabilities by tackling hate speech and hate crimes across Europe. By combining research, tailored support, stakeholder engagement and public awareness, the project champions dignity, participation and inclusion.

KEY OBJECTIVES

- Needs Assessment**
Map experiences and identify barriers through surveys and interviews.
- Develop support**
Design psychological and legal frameworks plus training materials.
- Implement & refine**
Pilot support systems, collect feedback and adjust iteratively.
- Engage authorities**
Strengthen cooperation with law enforcement and public agencies.
- Public awareness**
Raise awareness, reduce stigma and foster inclusion through campaigns.
- Monitoring & evaluation**
Collect data, track progress and report on outcomes.

CONSORTIUM

				
NOORUSE MAJA COORDINATOR (WP1)	GLI AMICI DI PUCK SUPPORT (WP2)	AMANITA IMPLEMENTATION (WP3)	PROVISION AUTHORITIES (WP4)	MUSIKART AWARENESS (WP5)

WORK PACKAGES & TIMELINE



Combathate
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4.5 Standard assets & specifications

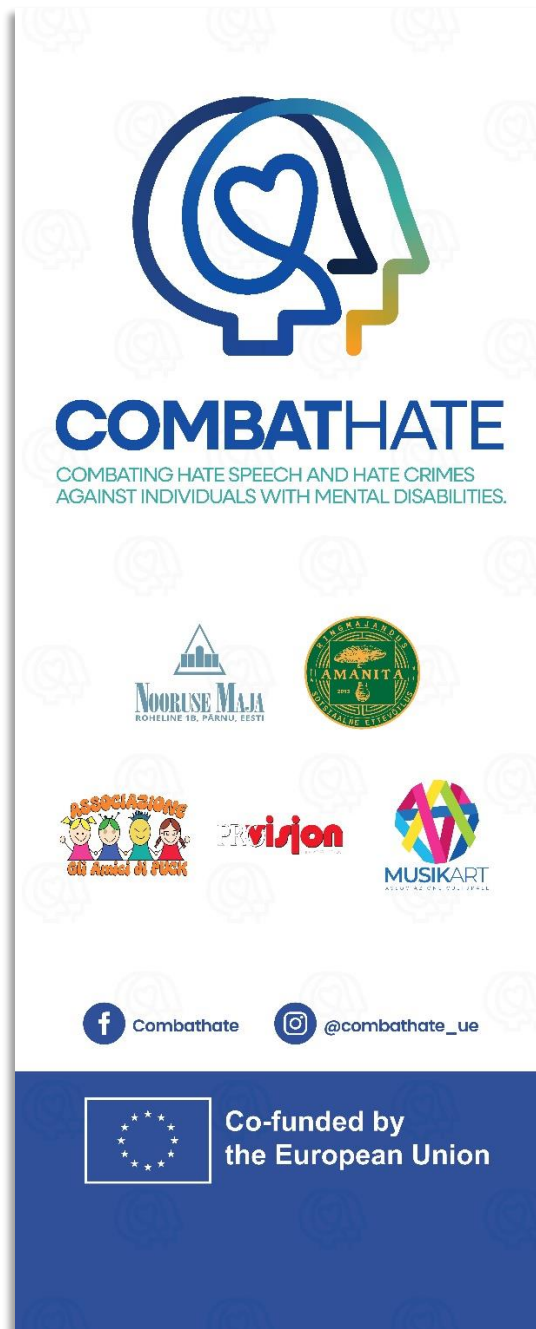
Print

- **Flyer A5:** front “What/Why”; back “How to report / Get help” (E2R), QR to partner pages.
- **Poster A3:** headline “**See it. Say it. Support.**”; QR; EU-compliant footer bar.
- **Roll-up 85×200 cm:** gradient logo on white; short message; EU emblem footer.
- **Pocket E2R card A6:** 3-step help/reporting pathway with icons; high contrast. (Use PDF/X for print; include 3 mm bleed; provide SVG/AI masters for partners.)

Digital

- **Social tiles 1080×1080** (facts, myth-busters, event teasers).
- **Stories/Reels 1080×1920** (15–30 s, **burned-in captions**; alt-text in description).
- **Web banners 1920×1080** for partner pages.
- **Media kit:** factsheet (1p), approved quotes, photos (with consent), and funding line.

All digital assets include alt-text, captions, and accessible colour contrast per §4.3.



4.6 Where the identity must appear (mandatory placements)

Partner project pages — each page carries: logo, summary, EU emblem + funding statement, downloadable flyer/posters, event news, and links to social channels:

- GLI AMICI DI PUCK (IT): <https://gliamicidipuck.org/combathate-informazioni-progetto/>
- MUSIKART (IT): <https://www.musikart.it/combathate>
- PROVISION (BG): <http://provisionbg.org/index.php/cerv/>

- NOORUSE MAJA (EE): <https://www.noorusemaja.ee/en/cerv/>
- AMANITA (EE): <https://amanitaeesti.ee/combathate/>

This satisfies the Grant Agreement request to present the project on beneficiaries' websites with EU visibility.

Official social media — Facebook @Combathate and Instagram @combathate_ue use the square **solid-blue logo** as avatar; captions or tiles include the funding statement; link-in-bio lists the five partner pages and local reporting links. (Flyer visuals are reused periodically to maintain brand recognition.)

Events & printed exhibits — signage, roll-ups and posters at each public event must display the emblem and funding statement; materials are archived (PDFs/photos) for SYGMA evidence.

4.7 File hygiene & evidence

- Store masters under **/Brand/** (logos, colours), **/Templates/** (flyer/poster/social) and **/Outputs/** (country_lang_date_version).
- Name convention example: CH_poster_BG_bg_2025-11-10_v2.pdf.
- Upload **final PDFs, screenshots, and event photos/attendance lists** to the dissemination log to support D5.8, D5.14–D5.16.

Result: These identity rules and assets ensure recognisable, accessible communication across all channels while fulfilling Article 17 visibility obligations and the additional website/social/event requirements in the Grant Agreement.

Chapter 5. Implementation Plan, Timeline & Responsibilities

5.1 Operating model (how WP5 runs day-to-day)

- **Governance:** MUSIKART is **WP5 Lead** (delivery owner); Nooruse Maja is **Coordinator** (quality/EU-visibility control). PUCK (WP2), AMANITA (WP3), PROVISION (WP4) act as **country leads** for local execution and evidence collection.
- **Cadence:** 1× **monthly editorial call** (30–45 min); 1× **quarterly compliance check** (EU emblem/funding line, accessibility review); ad-hoc syncs before events and press moments.
- **Shared workspace:** /Brand (logos, color/type), /Templates (flyer/poster/social), /Outputs (country_lang_date_version), /Dissemination Log (screenshots, PDFs, photos, attendance lists, media clippings).
- **Channels in scope:**
 - **Partner project pages** (institutional landing/evidence):
 - GLI AMICI DI PUCK (IT): <https://gliamicidipuck.org/combathate-informazioni-progetto/>
 - MUSIKART (IT): <https://www.musikart.it/combathate>
 - PROVISION (BG): <http://provisionbg.org/index.php/cerv/>
 - NOORUSE MAJA (EE): <https://www.noorusemaja.ee/en/cerv/>
 - AMANITA (EE): <https://amanitaeesti.ee/combathate/>
 - **Official social media hubs:** Facebook **@Combathate** and Instagram **@combathate_ue** (editorial calendar + Link-in-bio to partner pages).
 - **Brand anchors:** COMBATHATE **logos** (solid-blue + gradient line) and **flyer** (A5).

5.2 Production workflow (from idea to publish)

1. **Brief** (MUSIKART) → short objective, audience, CTA, asset(s) needed.
2. **Draft** (MUSIKART) → copy + layout using official templates; insert **EU emblem + funding line**.

3. **Accessibility & tone QA** (PUCK/WP2 expert) → Easy-to-Read, captions/alt-text, contrast, person-first language.
4. **Compliance check** (Nooruse Maja) → logo variant, EU emblem placement, disclaimers, consent.
5. **Localisation** (AMANITA, PROVISION, PUCK) → language, local links, reporting steps; keep master layout.
6. **Schedule & Publish** (partners + MUSIKART for FB/IG) → add hashtags; Link-in-bio kept updated.
7. **Evidence & Archive** (all partners) → upload **final PDFs, screenshots, photos, attendance lists** to /Dissemination Log.

Naming convention: CH_[asset]_[country]_[lang]_[YYYYMMDD]_v#.pdf (e.g., CH_poster_BG_bg_2025-11-10_v2.pdf).

5.3 Responsibilities (RACI)

Workstream / Deliverable	MUSIKART (WP5)	Nooruse Maja (Coord.)	PUCK (WP2)	AMANITA (WP3)	PROVISION (WP4)
Editorial calendar & content briefs	R/A	C	C	C	C
Asset design (flyer/poster/tiles/reels)	R	C	C	C	C
Accessibility (E2R, captions, contrast)	C	C	R	C	C
EU visibility compliance (flag, funding line)	C	A/R	C	C	C
Localisation (lang + local reporting links)	C	C	R (IT)	R (EE)	R (BG)
Partner websites (updates, downloads, news)	C	C	R (IT)	R (EE)	R (BG)
Social publishing & moderation (FB/IG)	R (calendar)	C	R (IT)	R (EE)	R (BG)

Workstream / Deliverable	MUSIKART (WP5)	Nooruse Maja (Coord.)	PUCK (WP2)	AMANITA (WP3)	PROVISION (WP4)
Events (Round-1, Round-2)	C	C	R (IT)	R (EE)	R (BG)
Evidence collection (screens, photos, lists)	A	C	R	R	R
D5.1 / D5.2 / D5.8 / D5.14–D5.16 reports	R/A	A (sign-off)	C	C	C
Legend: R = Responsible; A = Accountable; C = Consulted.					

5.4 Timeline & acceptance criteria

Month	Output/Milestone	Owner(s)	“Done” means...
M5	D5.1 Campaign Strategy	MUSIKART (+ sign-off NM)	Document approved; ToC reflects 6 chapters; partner pages & social channels listed.
M8	D5.2 Campaign Materials v1 (flyer A5, poster A3, roll-up, social templates)	MUSIKART	Assets pass accessibility + EU visibility checks; localised packs initiated; files in /Templates + /Outputs.
M10–M11	Local packs v1 + media kit v1	All partners	Local languages live on partner pages; Link-in-bio lists all 5 pages; press kit downloadable.
M12	Round-1 events (EE, BG, IT)	Partners	Event held; photos+consents; flyers/posters used; recap on partner pages; FB/IG posts; evidence archived.
M16	D5.8 Mid-term Campaign Report	MUSIKART	KPIs compiled (reach, engagement, media); lessons applied to calendar; compliance report logged.

Month	Output/Milestone	Owner(s)	“Done” means...
M20–M22	Refresh packs v2 (stories/reels/school kits)	MUSIKART + partners	New assets approved; localised; uploads complete; moderation policy reviewed.
M24	Round-2 events + D5.14–D5.16 (Final Campaign, Media, Sustainability)	MUSIKART + partners	Events completed; final KPIs + clippings; sustainability actions activated on partner pages.

5.5 KPI dashboard & reporting cadence

- **Monthly:** FB/IG impressions, reach, engagement rate; top-performing posts; Link-in-bio clicks; partner-page downloads/views; poster/flyer distribution estimates.
- **Per event:** attendance, gender/age (if collected), quotes (with consent), photos, press mentions, E2R feedback.
- **Quarterly compliance:** % assets with EU emblem + funding line; % digital assets passing WCAG checks; sample review of partner pages.
- **Mid-term (M16) & Final (M24):** consolidated KPIs + narrative lessons for D5.8 and D5.14–D5.16.

5.6 Safeguarding, moderation & consent (always-on)

- **Comment moderation:** remove/hide slurs; document screenshots; escalate threats to Coordinator; never engage with doxxing.
- **Consent:** written consent for photos/quotes; blur or avoid minors; store forms with event records.
- **GDPR:** minimal personal data; secure folders; clear opt-out in forms.
- **Safety copy:** all posts avoid victim-blaming; by-stander guidance is safety-first (no confrontation if unsafe).

5.7 What partners must keep updated (monthly checklist)

- **Partner pages:** logo, EU emblem + funding line, current flyer/poster downloads, event recap/news, media kit link.



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- PROVISION (BG): <http://provisionbg.org/index.php/cerv/>
- NOORUSE MAJA (EE): <https://www.noorusemaja.ee/en/cerv/>
- AMANITA (EE): <https://amanitaeesti.ee/combathate/>
- **Social hubs:** Facebook **@Combathate** and Instagram **@combathate_ue** → follow the editorial calendar; ensure captions/tiles contain the **EU funding line**; rotate flyer visuals.
- **Evidence:** upload 5–10 screenshots/month + any press links and event photos to /Dissemination Log.

5.8 Handover to sustainability (bridge to Chapter 6)

- Keep **partner pages live** with a stable “Start Here” section (How to report + support contacts + downloadable flyer/poster).
- Maintain **FB/IG bios** with a fixed link list to the five partner pages.
- Package **brand masters and templates** for post-project community use. *(Operational details continue in Chapter 6 — Monitoring, Risks & Sustainability.)*

Chapter 6. Monitoring, Risks & Sustainability

6.1 Monitoring & reporting architecture

Purpose. Turn campaign activity into verifiable outcomes, feed monthly learning back into content, and keep SYGMA evidence audit-ready.

Anchors & tools.

- **Task 5.5 — Campaign Impact Evaluation** (continuous monitoring and real-time adjustments).
- **Deliverables & timing:** **D5.8** (M16, mid-term campaign report), **D5.14** (M24, final campaign report), **D5.15** (M24, media report), **D5.16** (M24, dissemination & sustainability plan).

- **M&E framework and QA** defined in the GA (KPIs, continuous monitoring, internal/external quality assurance).
- **Continuous/periodic reporting** obligations in the Portal (deliverables, milestones, indicators).

Data sources (monthly unless noted):

- **FB/IG analytics** (impressions, reach, engagement, clicks to partner pages).
- **Partner websites:** pageviews, downloads (flyer/poster/media kit).
- **Events:** attendance lists, demographics where feasible, consented photos, short feedback forms (per Round-1/2).
- **Media:** press releases, clippings, broadcast logs (for **D5.15**).

Evidence store: /Dissemination Log (final PDFs, screenshots, photos/consents, attendance lists, clippings). **Record-keeping** must follow GA Article 20; originals/digitalised records must be retained and produced on request.

6.2 KPIs & targets (WP5)

Targets below reflect the GA/Part B indicators and are the minimum coalition goals for WP5.

Dimension	Indicator	Target / Source	Owner
Reach	Total campaign reach (FB + IG)	≥ 50,000 people reached.	MUSIKART + partners
Stakeholder participation	People engaged at public events	≥ 500 stakeholders overall.	Partners
Media	Press releases / media engagements	20 press releases & 10 media engagements.	MUSIKART + partners
Attitudes/awareness	Improvement on selected items	+25% improvement at baseline (where measured).	MUSIKART + WP2
Engagement	Avg. engagement rate (FB/IG)	≥ 5% (project standard; tracked in D5.8/D5.14).	MUSIKART

Dimension	Indicator	Target / Source	Owner
EU visibility	Assets with EU emblem + funding line	100% compliant (Article 17).	
Accessibility	Digital assets passing WCAG AA	≥ 90% pass score (project QA).	

Notes: MS12 (Campaign Launch) around Month 10 and MS13 (Media Engagement Completion) at Month 24 frame the KPI reading windows.

6.3 Compliance & audit readiness

- **EU visibility.** Every asset displays the **European flag (emblem)** and **funding statement**; the emblem must be separate, unmodified, and at least as prominent as other logos. Include the disclaimer text indicated by Article 17.3.
- **Record-keeping.** Keep originals/digitalised records that substantiate outputs and indicators (attendance lists, screenshots, analytics exports, press copies) for the GA-specified retention window; provide them during checks/reviews/audits.
- **Reporting.** Use the Continuous Reporting tool for deliverables/milestones/indicators and the Periodic Reporting templates for payment-linked reports.
- **Ethics/GDPR.** Apply the data-protection and ethics safeguards (consent, data minimisation, respect for EU values) described in Part B.
- **Major-impact comms.** Inform the granting authority before activities expected to have a major media impact.

6.4 Risk register & mitigation

Risks are reviewed at each WP5 coordination meeting; incidents are logged in /Quality & Risk.

ID	Risk	Trigger(s)	Mitigation / Contingency
R1	Low online engagement	< target engagement for 2 consecutive months	Refresh creative; increase reels; partner cross-posting; local influencer support; pivot to data-performing topics.

ID	Risk	Trigger(s)	Mitigation / Contingency
R2	Accessibility gaps	E2R review fails; low comprehension feedback	Mandatory E2R checklist; WP2 readability checks; adjust font/contrast; add captions/alt text.
R3	EU visibility non-compliance	Asset missing emblem/funding line	Pre-publish compliance check; use locked templates; quarterly audits (Coordinator).
R4	Backlash/trolling	Spike in abusive comments	Apply moderation policy (hide/report); document with screenshots; escalate threats to Coordinator and, if needed, authorities.
R5	Weak media pickup	< 3 features by mid-term	Country-specific pitches; target community radio/TV; time releases with relevant days; provide photo/quote packs.
R6	Event under-attendance	RSVPs < 70% of target	Co-host with schools/NGOs; reschedule to peak hours; hybrid streaming; mobilise FB/IG ads.
R7	Evidence gaps for audit	Missing lists/screens/clippings	Monthly evidence checklist; back-up exports; Article-20 compliant archiving.
R8	Staff turnover / account access	Loss of credentials	Shared password vault; admin rights redundancy; documented SOP for handover.
R9	Sensitive data handling	Consent incomplete; photo of minor	Standard consent forms; blur faces; avoid minors unless essential; GDPR controls.

6.5 Sustainability (post-project continuity)

D5.16 requires a sustainability plan to keep impact beyond funding—maintain and expand awareness, integrate with services, and keep cooperation with authorities.

What remains live after M24

1. **Partner webpages** as institutional landing points (project summary, “How to report”, downloadable flyer/poster, media kit, final reports):
 - GLI AMICI DI PUCK (IT) — <https://gliamicidipuck.org/combathate-informazioni-progetto/>
 - MUSIKART (IT) — <https://www.musikart.it/combathate>
 - PROVISION (BG) — <http://provisionbg.org/index.php/cerv/>
 - NOORUSE MAJA (EE) — <https://www.noorusemaja.ee/en/cerv/>
 - AMANITA (EE) — <https://amanitaeesti.ee/combathate/>

(Complies with the GA requirement to present the project online with EU visibility.)

2. **Official social media** — Facebook **@Combathate** and Instagram **@combathate_ue** — with a permanent **link-in-bio** listing the five partner pages and local reporting links.
3. **Open templates & masters** — brand files (logos, flyer, poster, E2R cards) and press kit packaged for community reuse; usage must respect the GA’s rights-of-use rules and IPR obligations.
4. **Knowledge products** — final reports and toolkits published online (T5.4), with clear URLs from partner pages; these will continue to be accessible for practitioners and media.

Handover & governance (Month 24):

- Assign **two admin holders per channel** (MUSIKART + one back-up) and ensure shared credential storage.
- Freeze a **“Start here”** page on each partner site (How to report + support contacts + downloads); update annually as a light-touch commitment.
- Keep comment moderation active (weekly check) and reply-only on safety/help questions; escalate any safeguarding concerns.

Obligations that survive after the action: communication/visibility, reporting, checks/reviews/audits and impact evaluation may continue to apply post-termination; keep records accessible.

6.6 Close-out checklist (for M24 deliverables)

- **D5.14** and **D5.15** submitted with full annexes (metrics exports, clippings, screenshots).
- **D5.16** submitted with sustainability actions activated on all five partner pages and social bios updated.
- Evidence archive compliant with **Article 20** (records + supporting documents kept and producible).