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Communication & Dissemination Report

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In.Pact

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In.Pact

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1 Introduction

About In.Pact

The **In.Pact project** is a **Key Action 2 Erasmus+** partnership uniting organisations from **Belgium, Spain, Italy, and France** with a shared commitment to empowering youth workers and promoting active youth engagement. The project's aim is to equip youth workers to become facilitators of innovative and impactful participation practices in their communities, enabling them to act as agents of positive social change.

The primary objectives of In.Pact are to establish a **collaborative network** of youth organisations, build the **skills of youth facilitators** through hybrid training and **promote greater youth involvement to reduce marginalisation**, especially among NEETs and young migrants. To achieve these goals, In.Pact will carry out a series of targeted activities, including a comprehensive **communication and dissemination strategy**, **mapping of innovative participation practices**, developing **online training modules**, and setting up **Smart Participatory Labs** for experiential learning.

These dissemination efforts are essential not only for **increasing the project's visibility and engagement** but also for securing its **long-term impact and sustainability**. By working together, partner organisations can create a broad network, encouraging participants and target groups – particularly marginalised youth– to share their experiences and advocate for the project, amplifying its influence across communities and inspiring wider social change.

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1 Introduction

Communication objectives

Communication and dissemination (Work Package 2, led by Mundus) is a transversal activity that supports all work packages. Its objectives, as set out in the application, are:

- to create a communication plan and a visual identity manual and share them with the partners;
- to increase the visibility of project activities and results through press releases, social media posts, newsletters and meeting reports;
- to foster the dissemination and exploitation of results by sharing deliverables on project, partner and EU channels;
- to create a network of young people and organisations dedicated to youth participation;
- to coordinate and monitor all partners' communication activities and reach the quantitative and qualitative indicators;
- to ensure sustainability by keeping deliverables public and accessible.



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1 Introduction

Purpose of this report

This report provides an overview of the communication and dissemination activities implemented throughout the IN.PACT project, from November 2024 to October 2026. It presents the communication approach adopted by the partnership, the activities and materials developed, and the results achieved through project and partner channels.

The report also highlights how communication activities evolved during the project in response to partners' ongoing work and needs, documenting the dissemination of project results, the engagement of target groups and the main lessons learned. It aims to provide a comprehensive account of the project's communication efforts and their contribution to promoting youth participation and ensuring the visibility and accessibility of its results.



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2 Communication Framework

Communication and Dissemination Plan

Mundus developed the Communication and Dissemination Plan in the first months of the project (months 1–3, November 2024 – January 2025). It defines the communication concept and key messages, the target groups at local, regional, national and international level, the channels, a roadmap with tasks for each partner, the reporting system and the indicators.

Visual Identity

The project identity includes the IN.PACT logo, a colour palette, templates, Comfortaa for titles and Garet for body text, and a dissemination toolkit shared with all partners. All materials carry the European Union emblem together with the funding statement, in line with EU visibility rules.

Target groups

- **Local level:** young people, especially those with fewer opportunities; youth organisations; youth workers and facilitators; local communities.
- **Regional level:** community stakeholders, educational institutions and policy influencers.
- **National level:** government agencies, national networks and media outlets.
- **International level:** youth organisations and networks across Europe, EU bodies and educational platforms.

2 Communication Framework

Key messages and tone

The four core messages were empowering youth, fostering participation, building networks and driving inclusion. The tone of voice was inclusive and accessible, empowering and positive, and collaborative and youth-centric. Partners were asked to use a shared set of hashtags: #InPACTProject, #YouthInAction, #ParticipatoryInnovation, #KA220YOU, #EmpowerChange, #CivicEngagement, #InclusiveYouth and #ErasmusPlus.

Indicators

The plan set the following indicators:

- at least 3 social media posts per month on the project channels;
- more than 5,000 impacts through communication actions on social media;
- more than 5,000 readers of publications in total;
- one news article and one social media post after each project meeting or event, one local publication per quarter and at least 8 social media publications on each partner's own channels;
- project section on each partner's website, with the project website updated at least every two months, and quarterly press releases.

3 Managing communication throughout the project

Mundus led the work package: it created the plan and visual identity, opened and managed the project channels **@in.pact.community** on Instagram and Facebook, supported the project website, produced communication materials for activities and coordinated the publication flow among partners.

The initial plan included a 24-month content calendar, with each partner expected to manage the project's social media channels for a three-month period. During implementation, the rotation was adapted to the project's evolving activities: partners contributed mainly during the periods when they had more ongoing activities and content to share, while Mundus ensured continuity in managing the channels throughout the project (with Inesto, for example, producing content from November to January). Specific communication meetings were also organised to agree on how project results would be disseminated and to coordinate the different communication tasks.

Monitoring was carried out through the Dissemination Tracking Tool, an Excel file with a sheet for the project channels and one for each partner (Gaia Education, Mundus, Inesto and Grain&Sens). Each entry records the channel, description, responsible person, date, level, target group, link and impact proof. Partners were also asked during meetings whether communication activities met their needs, and communication was included in the partner satisfaction forms used for quality assurance.

4 Implementation of communication activities

Project identity and resources

The plan, the visual identity manual, the logo and templates, and the dissemination toolkit were delivered to partners at the start of the project.

- **Link to the Toolkit:** https://www.spl.inpact-community.eu/
- **Link to the Communication Manual:** https://drive.google.com/file/d/1YoPXeRLvREHTuTlHYe7-M4RROY_qrs27/view?usp=drive_link

Websites

Communication was led by Mundus as work package leader. At the beginning of the project, Mundus created an information page within its own website (**mundusgroup.com/international-projects/in-pact/**), which remained available as an informative landing page. When the project website and platform were developed, Gaia Education proposed bringing the different digital resources together within a single online ecosystem, allowing the project website and platform to share the same project URL (**inpact-community.eu**). Gaia Education therefore developed and managed the project website.

Project content was also published on partner websites. Mundus recorded three items on its own site: an article presenting the project (28 February 2025), a dedicated project page (11 April 2025) and an article on the Call for Contributions for the Map of Innovative Practices (21 July 2025). Inesto created a dedicated section on its website to host project information and news.

4 Implementation of communication activities

Social Media

The project opened its Instagram and Facebook accounts in February 2025. Between 28 February 2025 and 29 October 2026 the channels published 45 posts on Instagram and 44 on Facebook, following the rhythm of the project:

- **Launch (February – May 2025):** informative brochure and project presentation, and the start of project activities.
- **Mapping and call for contributions (June – July 2025):** a series on youth participation, participatory innovation and social entrepreneurship, the call for best practices and the IN.PACT webinar.
- **Map of Good Practices and Community of Practice (October 2025 – May 2026):** the launch of the Map of Good Practices, explanations of what a Community of Practice is, a spotlight on partners and the promotion of the online sessions (Participation through Art, inviting young people to participate, Participation & Wellbeing and engaging young people today).
- **Smart Participatory Lab and Transnational Project Meeting in France (June – August 2026):** the end of the online course, the Lab in France and a series of reels with testimonials, takeaways and the coordinators' perspective, plus a new call to join the European map.
- **Online Final Event and Closing (October - November 2026):** promotion of the final event, the agenda, the Smart Participatory Lab toolkit, a YouTube video about the Lab and a post after the event.

Content combined single images, carousels, event announcements and short videos. Mundus also published a post on LinkedIn about the **Community of Practice (22 January 2026)** and reposted project content on its own accounts.

4 Implementation of communication activities

Communication Materials

Mundus designed the project brochure, infopacks for the Community of Practice, the online course and the Transnational Project Meeting, fact sheets, and promotional content for the training activities. The Smart Participatory Lab was also presented in a YouTube video on the Mundus channel (14 October 2026) and in the Lab toolkit announced on 27 October 2026.

- **Informative brochure and project presentation:** https://www.facebook.com/in.pact.community/posts/pfbid0Wb6rZQ3wKqW1P3JdPh42roiwVKQ6fmXGYebKsetDPvgqC6MB8mtHmk7eu5G82bJ3l
- **Project FactSheet:** https://drive.google.com/file/d/1vZw2X-aKoRcRiW9L6A5Xu12aI8VACjs2/view?usp=drive_link
- **CoP Infopack:** https://drive.google.com/file/d/1HnI__MzI26tSkkQhg8z8rTyugGLLAHkx/view?usp=drive_link
- **YouTube SPL short film:** https://www.youtube.com/watch?v=wTwzhUCdvPg
- **Smart Participatory Lab toolkit:** https://www.spl.inpact-community.eu/
- **Mundus' Call for Contributions:** https://mundusgroup.com/in-pact-call-for-contributions-map-of-innovative-practices-in-youth-participation/

4 Implementation of communication activities

Dissemination

Dissemination events and networking

- **IN.PACT webinar:** promoted on 23 July 2025, held on 24 July 2025 with 18 participants.
- **Online sessions of the Community of Practice:** from January to May 2026 five sessions were organised, with an average of 14 participants per session.
- **LOOM event:** presentation of the project and its results by Mundus on 2 September 2026.
- **IN.PACT Online Closing & Celebration Event on 28 October 2026:** The registration form received 198 submissions, registrations came from nearly 50 countries. Due to the interactive group activities planned, the number of places was limited and a waiting list was opened. A total of 56 participants joined the Zoom session. Among those who registered, 95% expressed interest in connecting with other participants during and after the event.

Partners Dissemination

According to the Dissemination Tracking Tool, the following activities were recorded by the project partners:

- **Gaia Education:** 21 communication actions, including 11 social media posts and 10 newsletters.
- **Inesto:** 32 communication actions, including 9 collaborative posts and 23 Instagram stories.
- **Grain&Sens:** 23 communication actions, including 20 social media posts, 1 website article and 2 newsletters.
- **Mundus:** 38 communication actions, including 33 social media activities, 2 online articles, a project presentation during the LOOM network event, a project webpage and a YouTube video.

5 Communication Performance

Results against the indicators

- **Social media activity:** The Communication and Dissemination Plan set a target of at least three social media posts per month on the project channels. Between February 2025 and October 2026, the IN.PACT Instagram account published 45 posts, while the Facebook page published 44. The channels were used to share project updates, calls for contributions, promote online activities and events, and present the project's results.
- **Social media impacts:** The target was to generate more than 5,000 impacts through social media communication. According to Meta Business Suite, the project channels recorded 26,907 views on Instagram and 4,469 on Facebook, amounting to 31,376 views in total. The target was therefore exceeded. Views include repeated displays of content and should not be interpreted as the number of individual people reached.
- **Readers of publications:** The target was to reach more than 5,000 readers across publications. Individual reader figures were not available. However, Gaia Education reported a total of 5,517 page views across 10 pages of the project website as of 30 October 2026. Page views provide an indication of the visibility of online content, but cannot be equated with the number of individual readers.
- **Partner actions (articles and posts after events, local publications, partner social media):** Partners also contributed to the dissemination of project activities and results through their own communication channels. According to the Dissemination Tracking Tool, they recorded social media activities, newsletters, online articles, website content and event presentations. Further details are provided in the **Partners Dissemination** section.

Views count every time content is shown, including repeated views by the same person. They should not be read as the number of people reached.

5 Communication Performance

Instagram

The account had 118 followers on 3 November 2026.

- Posts: 18 in 2025 and 27 in 2026.
- Stories: 6 in 2025 and 19 in 2026.
- Views: 26,907 in total (8,106 for 2025 posts and 18,801 for 2026 posts). The 9 reels generated 7,410 views.
- Accounts reached: 1,074 in 2025 and 4,203 in 2026 (to 3 November). These figures cannot be added together, since the same account may appear in both years.
- Interactions: 452 likes, 68 shares and 29 saves on posts.

Audience

- **Gender:** 63.3% women and 36.7% men.
- **Age:** 25–34 (44.9%), 35–44 (30.0%), 18–24 (11.7%), 55–64 (6.7%), 45–54 (5.0%), 65 and over (1.7%).
- **Countries:** Spain 25.4%, Italy 13.6%, France 11.9%, Portugal 8.5%, then Brazil, Greece and Germany (3.4% each), United Kingdom 2.5%, Serbia and Egypt (1.7% each).
- **Cities:** Zaragoza 9.3%, followed by Porto, Milan and Rome (2.5% each).

This audience is made up mostly of adults aged 25 to 44, which fits the project's core target of youth workers and organisations more than young people under 25. The follower base is concentrated in Spain, Italy and France, three of the four partner countries.

5 Communication Performance

Facebook

The page had 27 followers on 3 November 2026.

- Posts: 18 in 2025 and 26 in 2026.
- Views: 4,469 in total (1,409 for 2025 posts and 3,060 for 2026 posts), around 100 views per post.
- In 2026 the page reached 1,372 unique viewers. Of the views in 2026, 1,699 came from photos, 1,062 from reels and 549 from carousels.
- Interactions: 51 reactions, 2 comments and 38 shares; 37 clicks, of which 7 on links.

Audience

Facebook audience data are not available because Meta only provides them for pages with at least 100 followers.

5 Communication Performance

Best Performing Content

On Instagram, the five posts with the most views were:

1. the carousel about the Transnational Project Meeting in France and the Smart Participatory Lab, 26 June 2026 (3,476 views, 1,299 accounts reached);
2. “What is Social Entrepreneurship?”, 13 June 2025 (1,913 views);
3. the IN.PACT webinar post, 23 July 2025 (1,487 views);
4. the invitation to the 18 March session, 13 March 2026 (1,366 views);
5. the reel “One story, many voices”, 16 July 2026 (1,320 views).

On Facebook, the posts with the most views were the Upcoming Online Sessions post of 10 February 2026 (371 views), the post promoting the final event of 5 October 2026 (352), the trainer post of 13 April 2026 (351) and a reel of 21 July 2026 (325).

Final Event Campaign

In the 28 days before this report (6 October – 2 November 2026), Instagram recorded 1,217 views, 329 accounts reached, 46 interactions and 3 new followers. About 87% of the accounts reached (285) did not follow the profile, so the campaign mostly reached new people, although 74% of the interactions came from followers. Facebook recorded 506 views, 236 viewers, 12 interactions and 1 new follower.

5 Communication Performance

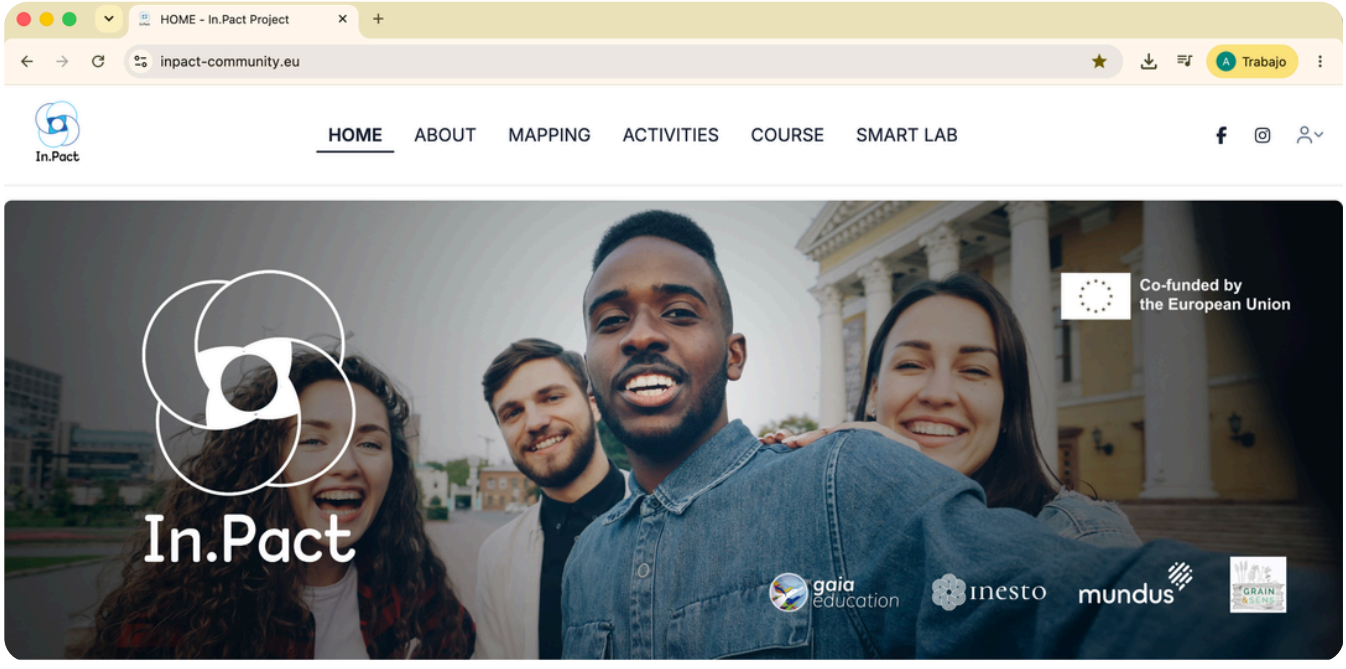
Website

The website recorded **4,517 page views across its 10 published pages** as of 30 October 2026, according to the website tracking tool.

The **Home** page was the most visited, with 1,634 views (36% of the total), followed by the **Course landing page** (807 views) and the **Mapping page** (669 views).

The remaining pages recorded the following views:

- **Activities:** 324
- **About:** 294
- **Registration:** 263
- **Community of Practice info:** 226
- **Smart Lab Landing Page:** 208
- **Results:** 49
- **Partners:** 43



6 Challenges and lessons learned

- **Regularity:** Communication activities followed the main milestones of the project, with social media content published around key activities, events and results. Planning content in advance and agreeing on responsibilities for each phase can help maintain a consistent communication flow throughout future projects.

- **Continuity and coordination:** The project brought together organisations with different areas of expertise, networks and communication practices. This experience highlighted the value of clear responsibilities, regular exchanges and shared planning to ensure continuity and make the most of each partner's contribution throughout the project.

- **Social media formats and visibility:** Instagram proved particularly effective in generating visibility, with carousels and reels among the best-performing formats. The experience showed the importance of adapting content to each platform and combining different formats to present project activities and results in an engaging way.

- **Reaching target groups:** Project social media channels provided a consistent space to share updates and results. To reach wider audiences and support participant recruitment, the partnership also made use of external dissemination platforms, such as SALTO for the final event. This experience highlighted the importance of combining project-level communication with the established networks and audiences of partner organisations, particularly when reaching specific target groups.

6 Challenges and lessons learned

Digital and local engagement: Digital communication played an important role in keeping audiences informed and promoting project activities. The final online webinar and closing event attracted considerable interest, demonstrating the potential of online formats to reach audiences beyond the partnership's immediate network. At the same time, the face-to-face Smart Participatory Lab in France created valuable opportunities for participants to connect, exchange experiences and build a community around youth participation. Together, these experiences highlighted the importance of combining online dissemination with in-person activities and local engagement.



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7 Conclusions

Overall assessment

Overall, the communication objectives were largely achieved. The project established and maintained its own communication channels, promoted its activities and results throughout the project and made its resources publicly accessible through the project website and partners' networks.

The project's social media channels recorded 31,376 views, exceeding the target of 5,000. The website recorded **4,517 page views** across its 10 published pages. Although this demonstrates interest in the project's online resources, unique reader figures were not available, so the corresponding target could not be directly verified.

Partner dissemination further contributed to the project's visibility through social media, newsletters, websites, articles and professional networks, helping to reach audiences beyond the project's own channels.

Areas for improvement

The experience highlighted the importance of combining project-level communication with the established audiences and networks of partner organisations. For future projects, communication could be strengthened by:

- **Maintaining existing channels:** keeping the website and social media profiles accessible and updated beyond the project.
- **Reconnecting with partners and communities:** encouraging partners to continue sharing results and maintaining contact with participants and interested organisations.
- **Strengthening coordination:** agreeing on communication responsibilities from the beginning and making greater use of partners' networks to reach target groups.

7 Conclusions

Annexes

Annex A

Posts published per month on Instagram (Meta Business Suite):
2025: February 1, May 1, June 5, July 5, October 1, November 3, December 2.
2026: January 4, February 2, March 1, April 2, May 1, June 4, July 5, August 4, October 4.
Months not listed had no posts.

Annex B

Sources and method:

- **Source:** *Meta Business Suite exports and Insights overview.*
- **Post-level data:** Meta Business Suite exports for Instagram and Facebook, 1 January 2025 – 3 November 2026. Views are cumulative from the publication date to the date of the export.
- **Period data (followers, reach, viewers, interactions, audience):** Meta Business Suite Insights overview, 1 January 2025 – 31 December 2025, 1 January – 3 November 2026 and 6 October – 2 November 2026.
- **Actions by partner:** IN.PACT Dissemination Tracking Tool.
- **Indicators and plans:** Communication & Dissemination Plan, application form and project report.

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