Ref. Ares(2026)1122198 - 31/01/2026

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Women We Walk

Grant Agreement: Project 101241770 – Women We Walk– ERASMUS-SPORT-2025

Enhancing adult women's lifestyle by promoting walking football practice

Deliverable D 5.1: Dissemination plan

Associated with document Ref. Ares(2025)9227824 - 28/10/2025

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Project Information

Grant Agreement Number	101241770	**Acronym**	Women We Walk
Project Name	**Enhancing adult women's lifestyle by promoting walking football practice**		
Call	ERASMUS-SPORT-2025-SCP		
Duration	24 months		
Start Date	1 November 2025	**End date**	31 October 2027
Project Consortium	Coordinator: FUDBALSKI KLUB CRVENA ZVEZDA (Serbia) Partner: USMA PADOVA ASD (Italy) Partner: KNOWLEDGE AND EMPOWERMENT HUB FOR CITIZEN SCIENCE AND INNOVATION APPROACH (Luxemburg) Partner: ASOCIATIA OBSTEASCA CLUBUL SPORTIV DE FOTBAL FEMININ NOROC (Moldova) Partner: FUTBOLEN KLUB APOLONIA PONTIKA SDRUZHENIE (Bulgaria) Partner: ZAVOD - CERC SKUPNOST RAZISKOVALNI IN IZOBRAZEVALNI CENTER (Slovenia)		
General Objective	To encourage healthy lifestyles and physical activity among adult women by involving them in innovative sports activities, such as Walking Football, at the grassroots level. This initiative promotes an easy, accessible, and low-injury sport that everyone can participate in while also fostering EU values such as equality and the fight against discrimination.		

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Document Information

Contributing partners	Leader: Football club Apolonia Pontika. Contributors: All project partners
Development period	December 2025-January 2026
Work Package	WP5
Deliverable	Deliverable D5.1 Dissemination plan
Dissemination level	Public
Description	Elaboration and implementation of the Dissemination strategy – Report -ENG

Disclaimer

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WOMEN WE WALK

Content

Project Information 1

Document Information 2

Disclaimer 2

Content 3

Introduction 4

Communication and dissemination objectives 6

Target groups for the communication and dissemination activities 7

Communication and dissemination channels 8

Communication and dissemination activities 10

Visual identity of the project 12

Communication and visibility rules 14

Guide on-line tools and how to use them 16

Guide how to share project‘s results through on-line platforms (partners‘ social media accounts and websites) 23

Guide how to implement local dissemination activities 26

Guide how to maximize impact of the activities during the project lifetime and beyond 29

Monitoring and Evaluation Framework 32

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Introduction

This Dissemination Plan provides a plan for elaboration and implementation of the dissemination strategy of the project Women, We Walk Project (WWW). It sets out the framework for planning, implementing, and monitoring activities for the dissemination, promotion, and sustainable use of the results of the Women, We Walk project. The purpose of the document is to present a clear and consistent approach to internal and external communication, as well as to the dissemination and exploitation of the project's objectives, activities, and results. The plan is a strategic tool for achieving the general and specific objectives of the project and ensuring long-term impact.

The Women, We Walk project envisages the application of a single standard for communication and dissemination, complemented by a set of targeted online and offline activities. Given the active participation of mature women as the main target group, the intensive use of online tools and social networks has been identified as a key factor for the success of the project.

The WWW project Dissemination plan aims to widely disseminate the main results of the project in order to achieve a real impact on local communities. Special emphasis is placed on peripheral, suburban, and remote regions, where opportunities to participate in sports activities, especially for women, are more limited and there are more serious barriers to an active lifestyle.

The WWW project aims to strengthen the role of local sports organisations as drivers of positive change and promoters of European values, using sport as a tool for improving quality of life, social inclusion, and personal development. In this context, dissemination plays a key role not only in informing, but also in ensuring the sustainability of results and influencing other participants and stakeholders – mature women, sports organisations, NGOs, local authorities and policy makers.

The Dissemination plan will be implemented and updated throughout the project's life cycle, depending on the progress of activities and the specific needs of the partnership. The combination of the envisaged objectives, tools, and activities will contribute to the achievement of the expected results of the Women, We Walk project and ensure their applicability and sustainability after the end of the funding period.

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This document provides a framework for the effective management of communication and dissemination activities and ensures that the partners' efforts to address the identified challenges reach the relevant stakeholders and the general public. The plan has been prepared in accordance with the requirements and recommendations set out in the Information and Promotion Guide for project beneficiaries under the Erasmus+ programme.

The Dissemination plan is the basis for the overall dissemination management of the Woman We Walk project and will provide the communication and dissemination objectives, target groups, dissemination activities, dissemination channels, visual Identity of the project, guide on-line tools and how to use them, guide on-line tools and how to use them, guide how to share project‘s results through on-line platforms, guide how to implement local dissemination activities, guide how to maximize impact of the activities during the project lifetime and beyond.

Main sections of the Dissemination plan:

- Communication and dissemination objectives
- Target groups
- Communication and Dissemination activities and channels
- Visual Identity of the project
- Communication and visibility rules
- Guide on-line tools and how to use them
- Guide how to share project‘s results through on-line platforms
- Guide how to implement local dissemination activities
- Guide how to maximize impact of the activities during the project lifetime and beyond.

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Communication and dissemination objectives

The dissemination strategy of the Women, We Walk project aims to support and strengthen the transformation of the culture of sports communities by encouraging grassroots sports clubs to mobilise EU policy instruments and involve all relevant stakeholders in this strategy. The main focus is to promote the role of sports clubs in the grassroots sector, encouraging other sports clubs to get involved in similar initiatives through proper and targeted communication of the project results. In this context, dissemination is key to ensuring that the most significant results are widely shared in order to have a real impact on local communities, with priority given to suburban and remote areas where practicing sports, especially for women, is more difficult. Dissemination also plays an essential role in the sustainability of the results and the impact of the project on other participants – older women, stakeholders, and policy-makers.

On this basis, the communication and dissemination objectives are:

- To raise awareness of the project's objectives and the EU values it promotes.
- To reach and engage target groups with the project's objectives and activities.
- To promote and transfer project results.
- Support the integration of results into policies and practices (policy uptake and mainstreaming) through regional, national, and European networks in the field of sport and education.
- Ensure the long-term use of project results beyond the funding period by creating a stable basis for future application and exploitation of the achievements.

In addition, through communication and dissemination activities, the project aims to strengthen the role of local sports organisations as agents of change and promoters of positive values, establishing sport as a means of improving quality of life.

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Target groups for the communication and dissemination activities

- Project partners
- Sport associations at grassroots level - sports clubs active at grassroots level, empowered to be a key actors in promoting integration of walking football for parents of the children (children‘s mothers)
- Sports staff - trainers and coaches operating in sports clubs
- Adult women - adult women, aged 30 - 50 years old, which drop out from sports activities and need to restart getting engaged in sport
- Local communities of the project partners
- Sports community - the whole community of sports clubs, composed volunteers, supporters, interested parties, administrative staff, which should learn about walking football and gender empowerment through sports
- Sport associations and federations from the partner countries
- Public institutions and policy makers - institutions at different level that should raise awareness on the problem of engaging women in sports activities, with specific reference to adult mothers
- NGOs dealing with education and sport
- Press and media.

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Communication and dissemination channels

1. **Project Website** – It will be developed during the project to host all project outputs, such as project deliverables, dissemination documents and reports, so that they can reach a wider audience. The website will also host the sports discussion forum, where the results of the Walking Football Tournament and Bootcamps will be uploaded. This applies to both Bootcamps during the project and those to be implemented as a follow-up. All news and information regarding the WWW project will be added to a dedicated blog. In the reserved area of the website, adult women involved in bootcamp activities will find a secure, interactive space in which to store documents and collaborate on initiatives.

2. **Newsletter/ Walking Women Magazine** – At least three issues of the Walking Football magazine will be produced during the lifetime of the project, which will serve as a means of disseminating the project's results and advocating for the inclusion of adult women in public discourse. Each issue will focus on one team from each country and present the full range of components of the Walking Football Women's team. Articles will introduce the athletes and share their experiences of playing walking football and taking part in the scheduled dissemination events. The magazine will be made available to the sports clubs via the Brevo platform.

3. **Dedicated sections on the websites of project partners** – these will contain information, results and updates about the project. This cost-effective approach harnesses the power of established audiences and partner credibility to maximise project visibility and reach.

4. **Social media account for the project** – Social media has the ability to reach a wide audience quickly and easily at a low cost. The project's social media account will be used to promote the results of the WWW project and engage target groups with its objectives and initiatives. Other organisations and experts in the field will be invited to share their views on the topics discussed. This will impact the quality and dissemination of the final results. A Facebook account is being developed. Social media will be used to publicise and disseminate the project's results, as well as providing continuous updates on the activities carried out during the project phases (in the form of text, images and videos). Images will

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be shared on social media. Other project outputs will be shared via direct links to their downloadable counterparts on the project website. A social media account will be used to disseminate information to all target groups. Designs shared on Canva will be used for all Facebook publications.

5. **Social media accounts of project partners** – To optimise outreach, the project's social media accounts will be used alongside all partners' social media accounts. Social media publications will be regularly posted on the project's social media page and will also be shared on the project partners' social media pages.

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Communication and dissemination activities

1. **Development and dissemination of communication materials** – Various communication materials will be developed during the project. These materials will be used to promote the project and its objectives at events targeting the target groups of the communication and dissemination measures. Based on the developed logo, WWW will produce various communication materials, such as leaflets, roll-ups and flyers, to ensure constant promotional activity throughout the project's lifespan. A project logo and uniform, sound design templates will be created to ensure a consistent appearance, improve public awareness and help the project to be recognised and remembered.

2**. Local events of Walking Football promotion** - The core of these events is the presentation of walking football games promoted by women in their local communities. These events provide an opportunity for sports clubs at a grassroots level to discuss their role and promote walking football training resources with EU experts from local institutions and civil society. Events will take place in various locations, with at least one game scheduled during a national or local event and another celebration planned for the European Week of Sports at the end of September. If possible, they will be held close to the boot camps so that feedback and lessons learned are not lost. Alongside the local events, the project will organise an online debate with policymakers, civil society and local authorities to promote the project's achievements.

3. **Walking Football International Conference and Tournament** - The final conference provides an opportunity for adult women to showcase the results of the project through their presence and voice. The final conference of the project is expected to attract 100 local participants from Italy and all partner countries. As part of the event, a Walking Football International Tournament will be organised, with women from Bulgaria, Serbia and Moldova coming together to play short games, with semi-finals and finals.

4. **Development and dissemination of two multimedia products -** The first is a review of the principles and rules of walking football. The second is a more interactive gathering of women who participate in walking football teams from each country. They will be disseminated through the website and social media page of the project.

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5. **Posts on project social media page** - The project's social media posts will ensure regular and visible communication about the progress, activities and results of the Women We Walk project. Information will be shared with target groups and the general public through these posts, encouraging participation and engagement in the project's initiatives. Posts will be published on the official Women, We Walk project page and partners will share them on their own social media pages to spread the information and results more widely. Additionally, partners will publish their own content on their social media pages when conducting local activities and events, reflecting the project's implementation in national and local contexts.

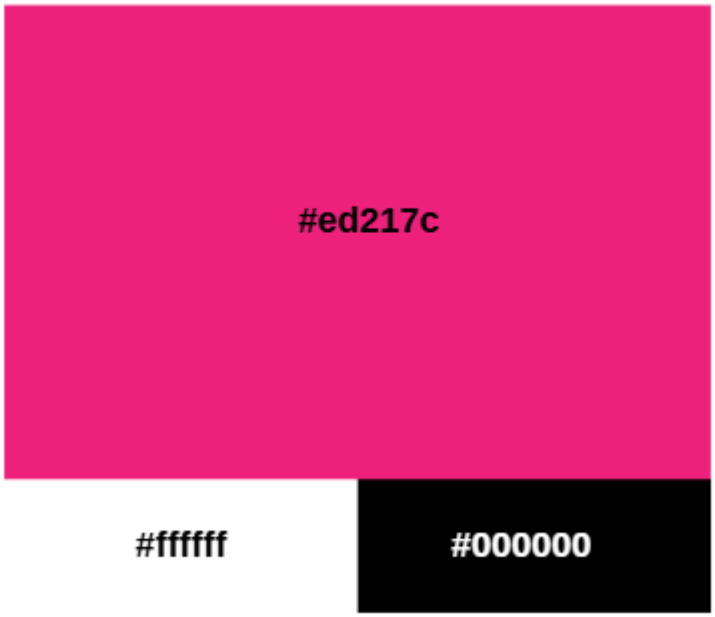
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Visual identity of the project

Colour Palette:



Logo design - Symbols used: The logo uses stylised silhouettes of women walking to symbolise movement and an active lifestyle, as well as solidarity among women. The silhouette of a football references Walking Football, while dynamic lines suggest energy, progress and community spirit. This is all in line with the project's mission to promote health, inclusion and confidence among women through sport.

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Communication and visibility rules

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner. Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority. Beneficiaries should inform the Coordinator Red Star, which should inform the granting authority.

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, events, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge the EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate).

All publicity, including promotional and training material, all intellectual products and presentations delivered at all events, the conference, training, events and meetings must indicate that the project has received EU funding (from the Erasmus+ programme) by displaying the project reference number: 101241770 and the following logo:

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The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

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When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

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Guide on-line tools and how to use them

These guidelines describe how the Women We Walk project uses online communication and dissemination tools. This includes information on how partners create and publish content.

Online communication is essential for the WWW project because its target audience is women aged 30–50 who are active users of social networks and mobile channels. The project aims to establish a sustainable community centred on walking football and women's empowerment through sport.

The project uses a range of complementary tools that each play a different role in the communication strategy:

- Project website
- Social media pages of the project - the main channel for reaching the target group
- Newsletter/Walking Women Magazine via Brevo
- Video content (two multimedia products and short clips for social media)
- Common management and reporting tools (Google Drive, Canva templates, etc.).

The online tools work together as a system. Social media attracts attention and engages target groups. The website contains detailed information about the project, its results and its deliverables. The newsletter/magazine extends the project's reach to organisations and networks. The videos engage the audience by presenting the rules of walking football and real-life experiences of those who play it.

More specifically, online tools should be used as follows:

1) The project website – it is the main place where the results and evidence of progress on the WWW project are published. All public deliverables (reports, methodology, training materials, etc.), news about activities, photo and video galleries, content from the discussion forum and a protected area for participants will be uploaded to it.

Guide for using the website:

- CERC is responsible for creating and maintaining the website.

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- For each key activity (bootcamp, tournament, local event), each partner prepares a short news item for the website within 5 working days after the event. The news item must include: location, date, participants, what exactly was done, 2-3 specific results, and 3-5 photos. These news items are sent to CERC.
- Each project result (output/deliverable) must be published with a title, brief description and download/viewing link.
- At least one element that facilitates wider access to the project results must be added to news items (if applicable), such as a link to a project result, a link to a video or a link to a magazine.
- The website should be the 'go-to place' for more information. Where applicable, partners should strive to include a link to the website (news, gallery or output) in their social media posts. This increases the actual use of the results.

2) The project's social media page – aims at reaching women aged 30–50 and building a community

Facebook and Instagram are the main channels for contacting and motivating women from the target group to participate. The content aims to promote the project and its goals, presenting walking football as an easy, safe, enjoyable and socially supportive physical activity suitable for women with no professional sports training.

Guides for publications and engagement:

- At least one piece of high-quality content is published on the project profiles every two weeks. Partners distribute the same content through their own channels, adapting it to the local language where necessary. During active periods, posts should be more frequent.
- The project social media page should share posts from partners about local project events.
- Public announcements are made after each project meeting to provide brief information about its purpose.
- Posts should also be made to promote the project's outputs (e.g. methodology, video, magazine), providing a link to the project website where the document/video can be downloaded. The publication should provide a brief description of the results and their purpose.

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- For event posts, the following format is recommended: One short video (reel), three to seven photos (album) and a link to the news item on the website.
- Posts aimed at promoting walking football training across target groups should answer the following three questions: 'Why should I be interested?', 'How does this benefit me?', and 'How can I get involved?'
- Posts (if applicable) should end with a specific call to action, such as 'Sign up for training', 'Come to the demonstration', 'Read the story on the website' or 'Download the material'.
- All posts should contain tags for partners and locations (club/community), project hashtags (#WomenWeWalk, #WalkingFootball, #ErasmusPlusSport) and, where possible, an indication of EU co-funding and a disclaimer.
- FC Apolonia Pontika will be responsible for posting on the project's social media pages. All partners will provide information in accordance with the content calendar.
- All posts should be in English and use predefined project branding and awareness building.
- To ensure consistent visibility and recognition of the project online, hashtags will be used in posts on the project social media pages and in reposts by partners through their own social media accounts.

Project branding and awareness building

- Project hashtags

To ensure consistent visibility and recognition of the project online, the following hashtags will be used in all social media publications and dissemination materials:

#WomenWeWalk #WeWalk #WalkingFootball #WomenInSport #ErasmusPlusSport #EUvalues #Inclusion #Equality #HealthyLifestyle

Hashtags will be used in posts on the project social media pages and in reposts by partners through their own social media accounts.

- Slogans

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Memorable slogans capturing the essence of Women We Walk will be used in communication and dissemination activities. Depending on the target audience and the key messages to be communicated, slogans may be adapted.

Examples:

- ✓ *Women, We Walk – Let's play Walking Football!*
- ✓ *Walking Football: a game for every woman!*
- ✓ *Stay active. Stay confident. Stay together!*
- ✓ *Football is for women too, at every age!*
- ✓ *Walking Football builds health, confidence and community!*
- ✓ *Move more. Feel better. Live stronger!*
- ✓ *Active women – stronger communities!*

- Key messages

To raise awareness of the project and its objectives, the following key messages will be communicated to the identified target audiences and will serve as the basis for social media posts, partner reposts, website news, magazine content and public communication:

- ✓ *Walking Football is an accessible and innovative form of exercise that encourages adult women to stay active.*
- ✓ *Women, We Walk project promotes inclusion, equality, participation and fair play through grassroots sport.*
- ✓ *Sport clubs at a grassroots level can promote positive values and drive community change through implementing walking football trainings for adult woman.*
- ✓ *Walking Football supports women's health and well-being, strengthening physical and mental resilience.*
- ✓ *Women's participation in sport empowers them to express themselves freely, build confidence, and strengthen their social identity.*
- ✓ *The project contributes to long-term community benefits by promoting sustainable sports activities for women, including in suburban and remote areas where participation in sports is more difficult.*
- ✓ *The project provides clubs and coaches with concrete tools and resources to implement Walking Football training sessions for adult women.*

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Any communication or dissemination activity related to the action will use factually accurate information and will comply with Erasmus+ visibility requirements. All publications and materials will indicate the official disclaimer (translated into national languages where appropriate):

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All publications, materials, intellectual outputs and presentations will also include a textual reference to the source of financing, for example:

"The project is funded by the Erasmus+ Programme of the European Union."

3) **Newsletter / Walking Women Magazine** - will be distributed to wider audiences who can implement the results: sports clubs, municipalities, federations, NGOs, local sports and health structures.

The magazine has been designed to remain usable after the project has ended.

Guides for content and preparation:

- Each issue will focus on one team from each country and present the full range of components of a women's walking football team. It will present their composition, introducing the athletes and sharing their experience of walking football and their participation in the planned dissemination events.
- NOROC is responsible for producing and releasing the magazine.
- Red Star, USMA, FC Apolonia Pontika and NOROC should provide the following information for the magazine according to the pre-set schedule:
  - photos and short stories of team members
  - one longer story/interview with a local team member
  - one report on a local event/demonstration
  - three to five photos of games with permission for publication
- The materials should also contain information about the experience of women practising walking football, its effects and results, and tips on how readers can practise.

- Each magazine issue should include at least one specific reference to a project result, a link to the website or a video, etc.
- The newsletter will be sent to a target list of contacts, including clubs, federations, municipalities, the media and NGOs. Partners must provide a list of national-level contacts (minimum 10) and, if possible, prepare a short personalised message for key organisations in their country.

4) Video content: two multimedia products and short clips for social media - Two main multimedia products are planned for the WWW:

- A video recalling the principles and rules of walking football.

- A video showcasing the interactive experiences of women participating in walking football teams from each country. (Bulgaria, Italy, Moldova and Serbia).

Guides for collecting and using video:

- The multimedia products will be developed by CERC.
- Each partner (Red Star, USMA, FC Apolonia Pontika and NOROC) will collect short video clips and photos of local activities, such as warm-ups, games, brief reactions and smiles, and the atmosphere and group support. The footage should be varied and dynamic. Videos should be shot vertically with clear sound. It is not necessary to use professional equipment; videos can be shot with a phone. The videos and photos will be provided to CERC.
- For each country (Bulgaria, Italy, Moldova and Serbia), at least two short participant statements ("What did this participation give me?") should be prepared and filmed vertically with clear sound. The videos should include authentic, raw visuals to inspire trust and credibility in the audience. Professional equipment is not necessary as videos can be shot with a phone.
- The videos should be edited by CERC and created in two versions: short clips (30–90 seconds) for social media pages, and a longer version for the website.

5) Common management, monitoring and reporting tools

The project uses a common cloud environment and uniform communication templates for coordination and reporting.

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Instructions for partners:

- Each partner should upload materials (photos, videos, texts and links) to the relevant activity folder in the shared Google Drive.
- Publications on the website and social media pages are designed using uniform visual templates (Canva templates) that incorporate the project identity and EU visibility.
- Partners will upload links and evidence in a Monitoring folder stored in the shared Google Drive
- Every six months, FC Apolonia Pontika produces a summary report on statistics, including information on the number of publications, reach/engagement, clicks to the site, downloads and event participants.

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Guide how to share project‘s results through online platforms (partners‘ social media accounts and websites)

The partners will actively participate in spreading the message and visibility of the Women, We Walk project through their own online communication channels. The use of the partners' social media aims to achieve maximum dissemination of information and results, as the partner profiles already have an established audience and a significant number of followers, and messages can reach different groups in the most appropriate way for them.

Sharing and publishing information about the project through partner channels allows for more effective communication, as information can be disseminated in the local language and adapted to the specific audience in each country. In addition, each organisation uses the most appropriate platform for its network.

Each of the project partners will carry out the following:

1) Publishing and sharing information about the project through the partners' websites (if applicable).

In addition to the official project website, all partners will publish information about the WWW project on their own websites to reach their established audiences.

The partners' websites will contain:

- Brief information about the project (name, objective and consortium). This information will be provided by FC Apolonia Pontika at the beginning of the project.
- Brief news at key stages (start of the project, project meetings, events).
- Publications on available project results (e.g. magazines, videos and methodological materials) will be created using official content. Links to the project website, where the results themselves are available, may be published on the partners' websites.

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All publications on partners' websites must include the project logo and EU logo with a funding statement, as well as a disclaimer. It is also important to comply with the project's visual identity.

2) Reposting content from the official project page on social media

Partners will disseminate project results on social networks primarily by reposting/sharing publications from the official WWW project page. This ensures a consistent message, a uniform visual identity and accurate information about the results.

When reposting, it is also recommended that a short informational text from the partner in the national language is published. Users can automatically translate shared posts into their local language.

Partners will repost the following types of project content on their social media profiles:

- key news and announcements about the project;
- publications about completed international activities and meetings;
- ready-made visual materials (banners, posters, infographics);
- videos and multimedia resources;
- issues of Walking Women Magazine/newsletter;
- presentation of outputs (methodology, training resources, guidelines, etc.);
- final results and conclusions, etc.

The aim is to multiply the reach of every significant project publication across the partner networks so that it reaches the maximum number of people at local and national levels.

3) Publishing independent content on partners' social media pages (local activities and national context).

As well as reposting, partners will publish their own posts relating to local project activities (e.g. demonstrations, events, activities with women's groups, bootcamps, tournaments, local stakeholder meetings). These posts are intended to reflect local contributions and encourage local community participation.

To ensure accurate and accountable project communication, partners must adhere to the general post template when publishing their own posts. They should:

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- Use the shared Canva design for social media posts
- Follow the project's visual identity
- Use the project hashtags (#WomenWeWalk, #WalkingFootball, #ErasmusPlusSport) and, where possible, indicate EU co-funding and include a disclaimer.
- Provide links to the project website in posts for more information.

Partners posts will be shared on the project's social media pages.

Monitoring and reporting:

Each partner provides links to reposts from the official project page and links to any own posts related to local activities. If partners publish website news, the link should also be provided. Evidence is stored in the shared Google Drive (WP5 folder).

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Guide how to implement local dissemination activities

Local dissemination events are a key element of the Women We Walk project. Walking Football is best understood and embraced through a real-life demonstration on the pitch with women participating in a local context.

These events focus on presenting walking football games and sessions developed and promoted by women in the partner countries. This demonstrates the practical applicability of the project activities and resources, and encourages the participation of new groups.

The events also provide an opportunity for discussion and exchange between grassroots sports clubs, institutional representatives, and civil society regarding the role of clubs and how to introduce walking football for women in a sustainable way. To ensure that what has been learnt is put to use and has maximum effect, local activities should be organised within a short timeframe of the boot camps so that feedback and lessons learnt remain relevant.

1) Format and minimum scope of local events

Each country is expected to carry out local dissemination activities, ensuring at least:

- At least one game/demonstration during a national or local event (e.g. a sports festival, a municipal initiative or a public event), in which walking football is presented as an accessible activity for women.
- Another event/celebration will take place during the European Week of Sport at the end of September, when walking football will be demonstrated and promoted to the community.

In both cases, the focus is on practical demonstrations (games/sessions) involving active female participation, rather than formal project presentations.

2) Structure of a local dissemination event (project model)

To ensure the event is clear, practical and results-oriented, the following model is used:

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- Registration and welcome
- Brief presentation of the WWW project and walking football training sessions, focusing on the practical value of these sessions for women and the role of grassroots clubs
- Demonstration/game (Walking Football session)
- Interactive part – involving new participants/audience
- Storytelling: discussion and feedback collection + testimonials
- Photo/video documentation and short interviews.

This allows the event to simultaneously serve as a demonstration, a test of resources and a tool for collecting feedback.

3) Online debate with stakeholders

In addition to local events, each partner organises an online debate with the participation of:

- policy makers and representatives of local authorities;
- civil society and interested organisations.

The aim of the debate is to present the project's achievements and encourage wider dissemination and acceptance of walking football for women by fostering institutional interest and interaction with stakeholders.

Each partner will prepare an agenda for their online debate, taking into account the national context and lessons learned from implementing the project. The agenda must be approved by USMA.

4) Monitoring and reporting

To ensure visibility and accountability, the partner shall, after each local event, provide the following in accordance with USMA guidelines:

- a brief description of the activities (date, venue, agenda, description of the event, participants and main results).
- visual materials (photos and a short video of the demonstration).
- testimonials/feedback from participants, which can be used for project communication and to improve tools.

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- Evidence of dissemination (publications/media materials)

When organising local events, partners should ensure the participation of:

- sports clubs and coaches at the grassroots level;
- representatives of local institutions;
- civil society organisations;
- local media.

This will ensure that the project is recognised as more than just a sporting activity and is positioned as a tool for local change and for expanding the role of sports clubs in the community.

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Guide how to maximize impact of the activities during the project lifetime and beyond

The partners in the Women, We Walk project should work to ensure maximum reach and sustainability of project results during implementation and after the end of funding. The main principle is that the results should be visible, usable, and applicable in practice so that they can continue to be used by sports organizations after the end of the project.

1) Strengthening the impact during the project

To ensure constant visibility and reach different audiences, project results should be disseminated systematically through the channels provided for in the project, which are used as a common communication system:

- The project website is used as the main point for publishing results and materials.
- The project's social media channels provide regular updates on progress and achievements.
- Partner social media profiles amplify the reach by reposting and reflecting local activities.
- Walking Women Magazine/newsletter is used to disseminate information to sports clubs and stakeholders.
- Local information events are used to present results through real demonstrations and attract the attention of the general public and other sports clubs.
- The final event/tournament/conference is used as a key moment to concentrate visibility and promote results.

The listed channels should be used simultaneously when publishing a key result (e.g., training resource, magazine, video) to ensure dissemination through more than one channel in order to guarantee sustainable reach.

2) Ensuring sustainability after the end of the project

Partners should focus their efforts on making the results part of the regular activities of sports organisations. Two main tools will be used for this purpose:

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- Walking Football Training Resources - these will be used as a practical basis for ongoing activities by project partners and other clubs, as they are practical, open access, and adaptable (in terms of age, playing experience, environment). This means they can be used in the future in different sports clubs in Europe and beyond under different conditions.
- Communication platform that ensures ongoing exchange – the "Sport Discussion Forum" section of the website will continue to function after the end of the project, ensuring a channel for feedback and experience sharing. Through the forum, women will be able to provide feedback and suggestions on the use of the training resources and contribute to the improvement and adaptation of the methodology. The platform will also serve as a community for coaches and sports clubs to learn from each other and build on their approach.
- The newsletter – it will continue to be used and promoted after the project to participating sports clubs, thus serving as a means of disseminating the results sustainably and stimulating interest from other clubs who may wish to implement these training sessions.

3) Ensuring the project's long-term impact through its participants

To maximise the project's impact, partners should encourage women's active involvement in WP3, as they are the bearers of experience and practice. Women who have been trained as part of the project and who have been supported by qualified coaches will contribute to the creation of sustainable and motivating methods that can continue after the project has finished. In this regard, partners should:

- Support participants to continue engaging in training activities.
- Encourage the sharing of experience and feedback through the forum.
- Support the opportunity for women to gradually take on a more active role in club activities, using the available and tested method.

4) Impact monitoring

To demonstrate the sustainability and impact of the project, partners should monitor indicators directly related to the project results and planned tools, such as:

- use and implementation of Walking Football Training Resources in sports clubs;
- activity and continued use of the Sport discussion forum;

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- dissemination through Walking Women Magazine/newsletter;
- interest and involvement of additional sports organisations that are starting to use or test the method.

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Monitoring and Evaluation Framework

The purpose of monitoring is to ensure that dissemination activities are carried out consistently and in a coordinated manner in all partner countries, and that the consortium has clear evidence of the results' reach, visibility and sustainability.

Monitoring within the WWW project is based on a simple principle: partners collect and provide evidence in the form of links, screenshots, photos/videos and short descriptions. This data demonstrates that project results have been communicated and disseminated through the planned channels and that key tools and resources have been used and sustained.

1) What is being monitored:

Monitoring covers the communication channels and activities set out in this plan, including:

- updates and resources published on the project website, including the Sport discussion forum section;
- posts on the project's official social media accounts and their dissemination through partners;
- reposts/shares and additional posts related to local activities on partners' social media accounts;
- news and links to the results published on the partners' websites;
- dissemination through Walking Women Magazine /newsletter (Brevo);
- implementation of local dissemination events (including activities within the European Week of Sport);
- online debate with policy makers, civil society, and local authorities;
- final conference/tournament and other closing visibility events;
- dissemination of the two multimedia products.

2) Key performance indicators (KPIs) and target values for implementation

To ensure consistent and feasible reporting for all partners, the project monitors a set of implementation-related indicators with defined minimum values.

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- Number of developed project website – 1
- Number of social media account for the project – min. 1
- Number of posts on the project and partners' social media pages – min. 50
- Number of local events promoting Walking Football – min. 6
- Number of newsletters/magazines published and distributed – min. 3
- Number of Walking Football International Conference – min. 1
- Number of participants at the Walking Football International Conference – min. 100
- Number of organised International Walking Football Tournament - 1
- Number of developed multimedia products to promote the website – min. 2
- Number of opened discussion sections on different topics on the website – min. 5

3) Evidence

- Partners will upload links and evidence (links to social media posts/reposts; links to news/publications on partner websites; screenshots if necessary; photo/video material for local events, etc.) in a Monitoring folder stored in the shared Google Drive
- Every six months, FC Apolonia Pontika will produce a summary report on statistics, including information on the number of publications, reach/engagement, site clicks, downloads, and event participants.

4) Roles and responsibilities

All partners contribute to the monitoring process by providing links and evidence from their national dissemination activities. The coordination and summarisation of information is organised as follows:

- FC Apolonia Pontika prepares aa brief summary of dissemination activities every six months based on information provided by partners and statistics from online platforms (as set out in the plan).
- Partners responsible for key channels (website, magazine/newsletter, local events) provide relevant evidence of publication, implementation, and dissemination.
- If discrepancies in communication coverage are identified (e.g., lack of reposts or uneven activity), the issue is discussed and resolved within the Project Team Meetings.

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