



# Songs for Rights

## Communication and Dissemination Plan

Erasmus+ Operating Grant 2026



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### 1. Purpose

This Communication and Dissemination Plan supports the implementation of the Songs for Rights 2026 Work Plan and, in particular, Task 1.5 – Branding, Communications & Dissemination.

Its purpose is to communicate project activities and results, increase awareness of the European Youth Goals and EU values, engage young people and relevant stakeholders, and disseminate project outputs and learning at local, national and European levels. Communication and dissemination are integrated across the Work Plan and combine digital outreach with direct engagement through events, trainings, webinars, advocacy and policy dialogue.

### 2. Target audiences

- Young people, including young people with fewer opportunities
- Youth workers and youth organisations
- Songs for Rights network members and their communities
- Policymakers and public authorities
- Cultural, educational and civil-society actors
- Other relevant stakeholders and the wider public

Young people and network members are encouraged to act as multipliers by sharing activities, opportunities, outputs and project messages through their own communities, organisations and communication channels.

### 3. Roles and responsibilities

INA/Songs for Rights coordinates the overall communication and dissemination approach, maintains the central project communication channels, ensures consistency with the Work Plan and EU visibility requirements, and coordinates monitoring of outreach. Project staff contribute content and communication related to the activities for which they are responsible. Songs for Rights network members support dissemination, local and national outreach, participant recruitment and the multiplication of project results through their own networks and channels.

### 4. Branding and EU Visibility

A dedicated “**Songs for Rights – European Youth Goals through Music**” logo and visual identity has been developed for the 2026 Operating Grant. It is used across the project’s communication and dissemination activities, channels and materials in order to create a consistent and recognisable identity and to connect the different Work Plan activities under the common European Youth Goals framework.

The branding is used, where appropriate, on the Songs for Rights website and dedicated “European Youth Goals through Music” section, social media content, videos, publications, reports, presentations, training and event materials, campaigns and other communication and dissemination outputs.

In accordance with the visibility requirements of the Operating Grant, the **EU emblem and the “Funded by the European Union” acknowledgement** are used on relevant communication and dissemination materials and outputs to clearly identify the financial support of the European Union. EU visibility requirements are taken into account throughout the implementation of communication and dissemination activities.



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## 5. Communication and dissemination channels

A flexible combination of channels and formats is used according to the activity, audience and communication objective. No fixed outreach quota is assigned to an individual channel; the overall project outreach targets are pursued through their combined effect.

- Songs for Rights website and the dedicated “European Youth Goals through Music” section
- Social media channels
- Direct communication and email outreach
- Songs for Rights newsletter, to be launched in September 2026
- Network members’ websites, social media channels, mailing lists and local networks
- Podcasts, videos and other youth-led digital content
- Campaigns and advocacy activities
- Online learning resources, publications, reports, guides and toolkits
- Webinars and other online activities
- In-person and hybrid trainings, meetings, debates, roundtables and community activities

Communication materials and digital resources aim to be accessible and inclusive, with multilingual approaches used where appropriate. EU funding and support are acknowledged in accordance with applicable EU visibility requirements.

## 6. Central project information and documentation hub

The Songs for Rights website includes a dedicated section, “European Youth Goals through Music”, which functions as the central public information and documentation hub for the 2026 Operating Grant. It presents the 21 Work Plan activities and is used to feature activity information and results through reports, publications, photographs, videos and other relevant outputs. The Communication and Dissemination Plan, monitoring/evaluation reports and other key project documentation can also be made accessible through this section.

**Dedicated section:** <https://songsforrights.org/youth-goals-through-music/>

Links to the individual social media channels may also be listed alongside this plan or in the relevant Communication, Dissemination & Outreach Reports. This keeps the plan concise while allowing the evidence sources used for monitoring to remain transparent and verifiable.

## 7. Outreach objectives and KPIs

Communication and dissemination contribute to the quantitative and qualitative indicators established for the 2026 Work Plan. The principal overall outreach KPI is 100,000 persons reached during the project period. The project also

aims to reach 1,500 users through its virtual cooperation platform and monitors participation in mobility/virtual exchanges, activities and trainings, as well as inclusion indicators in accordance with the approved KPI framework.

The project does not allocate separate fixed outreach targets to individual communication channels. The overall targets are pursued through the combined reach of central digital communications, network-member dissemination, events, trainings, webinars, campaigns, publications and other project activities. This approach allows communication activities to be adapted according to audience response, activity schedules and channel performance.

## **8. Monitoring, analytics and reporting**

Communication and dissemination are monitored as part of the Mission on Track quality assurance, monitoring and evaluation system. Quantitative and qualitative evidence is collected from available sources, including digital analytics, participation records and outreach reported by network members.

For social media, outreach and engagement are measured using the analytics provided by each platform. Where available, the downloadable/exportable analytics from the individual channels are retained as evidence. Data from the different channels are then consolidated, checked for the relevant reporting period and brought together with other outreach data to produce the overall figures presented in the Communication, Dissemination & Outreach Reports.

Training, event and webinar participation is monitored through participation/registration records and other available activity documentation. Network-member outreach is collected through reporting by member organisations. These different evidence sources are combined transparently while avoiding double counting wherever the same audience can be identified across datasets.

A Mid-Term Communication, Dissemination & Outreach Report analyses progress during the first part of 2026. A Final Communication, Dissemination & Outreach Report will consolidate the results at the end of the year and assess progress against the overall outreach KPIs. Monitoring results are used to identify effective channels and activities and, where necessary, adapt communication and dissemination during the remaining implementation period.

## **9. Overall approach**

The Communication and Dissemination Plan is a practical and flexible framework. Rather than treating communication as a stand-alone activity, Songs for Rights integrates communication, dissemination and outreach across the Work Plan. Through digital communication, youth-led content, network multiplication, trainings, events, advocacy, policy dialogue and direct stakeholder engagement, the project aims to increase awareness of the European Youth Goals and EU values, make project results accessible and usable, and extend the reach and impact of Songs for Rights across its European network and beyond.

## **10. Review**

The plan is implemented throughout 2026 and reviewed through the Mission on Track process. Findings from the Mid-Term Communication, Dissemination & Outreach Report inform implementation in the second half of the year, including the launch of the newsletter in September 2026. The Final Communication, Dissemination & Outreach Report will provide the consolidated assessment of communication, dissemination and outreach performance.