

Output Dissemination

Communication Plan

Future Skills & Sustainable Development in the Green Salon

A. Background

MAIN OBJECTIVE OF THE GREEN SALON PROJECT

Central in this project is the fact that the project tries to transfer the ideas and knowledge on sustainability through information, education and training to students, schools, employers, employees and other stakeholders in the Hair and Beauty (H&B) sector. This project aims at providing insight into sustainability. Focus: Health & Safety, environment, materials/resources, energy & water, equipment, customer experience and management (entrepreneur skills).

Context

The hairdressing sector in Europe employs more than one million people across 400.000 hairdressing salons, receiving 350 million potential customers. Hairdressing services, together with beauty treatment - the H&B sector as it's called, form the personal services sector. Over the last years the sector has gone through a great deal of changes. The H&B often has more affinity with knowledge about their profession than with other aspects of the business. Attention to labour, health & safety, environment, marketing, service and services are crucial for successful entrepreneurship. A lot of these aspects can be shared under the label: Sustainability & entrepreneur skills.

Goals, results and impact

The aim of this project is to develop innovative ways of learning about sustainability and to promote sustainability in schools and companies in the sector.

Major outputs

The project will produce the following major outputs:

- workshops on sustainability and innovation,
- teaching materials for schools and extracurricular education about sustainability in the 'green' salon (3 learning modules),
- a study of management systems of sustainability in the sector in Europe,
- a diagnostic scan for businesses and schools,
- a roadmap for introducing sustainability in the salon,
- a physical sustainability game for the sector,
- an Internet awareness game about sustainability and entrepreneurial skills,
- a final sector conference and student participation, with the aim of developing a magazine on sustainability in the H&B sector and a demo of sustainable hair creations.

Dissemination actions

The project will carry out several different dissemination actions and communication materials:

- a specific web page (www.greensalon.eu) used by participating partner-organizations, H&B experts, SMEs, H&B-sector stakeholders,
- the corporate identity will be developed incl. logo, PowerPoint, etc.,
- a project leaflet will be published in English,
- dissemination activities through conferences: The final event/conference Green Salon in Amsterdam 2018, EGIN conference 2016, 2017, 2018,

- dissemination of the project, goals, content, results through publications in:
 - specialized journals,
 - press releases,
 - partner websites,
- dissemination to other schools in the participating countries through:
 - direct mail,
 - direct contact,
 - fairs,
- involvement of relevant organizations in the project, ANKO being employers' organisation Hair and beauty sector in The Netherlands; involvement of the experts participating in the experts meetings,
- a dissemination/communication plan with the activities and the tasks divided over the different partners.

B. Communication Strategy

MAIN OBJECTIVE OF THE COMMUNICATION STRATEGY

The **main goal of the communication strategy** is to disseminate the outputs and impact of the Green Salon project on a European and international scale.

KEY MESSAGES

The different actions and activities of dissemination will be focused on spreading the following key messages:

- Show that Green Salon baseline and tools and learning material contribute to increasing awareness on sustainability, health & safety and environment in the European Hair and Beauty educational institutes and SMEs in the sector.
- Explain how the achievements of the project are the result of a strong cooperation among the project's partners and stakeholders.
- Explain how project outcomes can boost innovation among Educational institutes and SMEs particularly within the H&B sector.

TARGET AUDIENCES

The different actions and activities of dissemination will focus on the following key target groups:

- educational institutes particularly VET schools,
- students and teachers in VET schools,
- entrepreneurs and staff of SMEs,
- European, national and regional Associations in the H&B,
- certification companies

The dissemination campaign will also be targeted to promote and raise interest in the project among national and European audiences and through its contacts with European bodies and networks.

PARTNER'S COMMUNICATION TASKS

Stivako, as dissemination partner, will be in charge of the general implementation of the communication strategy as well as the organisation of the dissemination activities.

Stivako will also coordinate and evaluate the actions of each of the project partners, in the interest of achieving the objectives defined in the communication strategy and meeting all project deadlines.

Additionally, Stivako will draft the final evaluation and impact of the dissemination. In order to do so, throughout the duration of the project Stivako will store and classify all sorts of material, press articles, photographs, videos, etc. that refer to the Green Salon project and to the activities or actions carried out by its partners

All partners will contribute to the development and distribution of the dissemination materials. Stivako will produce when mentioned basic material. They will contribute by providing contents to:

- Produce (Stivako) and disseminate the web platform and YouTube channel
- Support the media campaigns,
- Produce (Stivako) and disseminate the project leaflet, press releases, roll-up banner and presentations
- Produce and disseminate information by articles, face to face communication, meetings, workshops, fairs, etc. to the target groups project information, content information, learning material, tools, presentations etc.
- Produce the final report to the EU and disseminate results on the website.

Each partner will also be responsible for the organisation of the different dissemination activities that will be held in their region.

Apart from the production of dissemination material and the organisation of the different workshops, all partners will carry out dissemination activities on a regional and national level, using their own communication channels (own website, newsletters, press releases, leaflets, social media, etc.).

DISSEMINATION TOOLS

Tool. 1 - Web platform

The project website (www.greensalon.eu) —a key point in communication planning— will be the main transnational discussion and information tool of the participants and the main means of dissemination among authorities and beneficiaries. An online platform will be activated where the beneficiaries and participants will be able to share experiences, documents, and suggestions, and to create opportunities for transnational contact.

Social network: youtube channel:

<https://www.youtube.com/channel/UCO3vemXSw8ZOv5XtTyLSq6w>

Tool. 2 – The Project's visual identity

Visual identity plays a fundamental role in the communication planning. This is the overall image of the project in the minds of diverse stakeholders, target groups/ audiences.

The main goal of this task is to create the corporate branding of the project to build its identity according to its objectives and main values.

The implementation of this task includes:

- The creation of the Green Salon project's logo and selection of the colour palette.
- The creation of the visual identity guidelines. These guidelines will be a useful tool that will help partners to apply the project's graphic identity in a uniform way.

Tool. 3 - Dissemination material

Direct communication is complemented by other means, such as a corporate identity; online, print and audio-visual material (project factsheets, newsletters, roll-ups, etc.); and media relations.

The dissemination activities will be supported by the following dissemination deliverables:

Deliverable	Langs.	Issues	General features / Type of use
Project Leaflet	EN	1	<p>The dissemination partner will lay-out and print a two-page leaflet (A3, colour, folded and printed both sides), providing information about Green Salon project, its goals and the members of the Consortium.</p> <p>To be distributed along the entire life cycle of the project in the different actions and activities which are part of the work plan, and the seminars and activities organized by third organizations in which the members of the partnership will participate.</p> <p>This document will made available online (on the project's website) to be disseminated among other stakeholders.</p> <p>This document will be available in the English language.</p>
Press releases	EN	6	<p>A total of two articles per year (during the life cycle of the project) related to the issues of the EMSPI project, will be distributed among the database of the project's partners.</p> <p>Each partner will be in charge of its own regional and local media.</p> <p>Only one and common English version of this document will be available.</p> <p>This document will made available online (on the project's website) to be disseminated among other stakeholders.</p> <p>The translation into local languages of this document will</p>

			be the responsibility of the project's partners.
Roll up banner	EN	1	<p>In order to complement the dissemination activities during public events, such as conferences and exhibitions, one banner per associated partner (roll-ups - 200x80 cm), in English, will be designed and produced.</p> <p>This deliverable will be produced and delivered after the beginning on the life cycle of the project.</p> <p>Only one and common English version of this document will be available.</p> <p>This document will be made available online (on the project's website) to be disseminated among other stakeholders.</p>
Presentations	EN	more	<p>The dissemination partner will create a PPT presentation (PowerPoint-template).</p> <p>This tool will be distributed among the partners at the beginning of the life cycle of the project, and depending on its progress and the obtained results, the template will be modified.</p> <p>Only one and common English version of this document will be available.</p> <p>This document will be disseminated among the partners and if necessary among stakeholders.</p> <p>The translation into local languages of this document is optional and would be the responsibility of the project's partners.</p>
Dissemination actions	Own language	After each conference meeting	Produce and disseminate information by articles, face to face communication, meetings, workshops, fairs, etc. to the target groups project information, content information, learning material, tools, presentations etc.
Final report	EN	1	<p>The dissemination partner will produce a final report highlighting the approach and methodology of the Green Salon project according to the format the EG will send.</p> <p>Parts of the final evaluation report will be made available online to be disseminated among relevant stakeholders.</p> <p>Only one and common English version of this information will be available.</p>

Appendix: VISUAL IDENTITY GUIDELINES

I. Terms and conditions of uses

The Green Salon Project logo may be used by all partners of the project.

The Green Salon Project logo may be by others used only if:

- Permission is requested and granted before the logo is used.
- It is not used in connection with objectives or activities which are incompatible with the aims and principles of the Green Salon project.
- The logo shall be used in its entirety without distorting, modifying or separating its component elements.
- Permission to use the EMSPI logo does not confer on those to whom it is granted any right of exclusive use, nor does it allow them to appropriate the logo, either by registration or any other means.
- Each case will be evaluated individually to ascertain whether it satisfies the criteria set out above.

II. Requests for permission to use the EMSPI Project logo

Requests for permission should be submitted to the following e-mail address:

info@stivako.nl (project coordinator)

III. Placement of the logo

Background features must not compromise the integrity and visibility of the logo.

- The logo is unalterable and inseparable in all its components and elements.
- In order to guarantee the branding visibility and integrity, the logo it should be surrounded by a clear space (protected area), which no other element (text or image) can oversight upon.
- If the background would distort with the logo, the protection area around the logo should be white or marked with a flat colour.



IV Logo minimum sizes

In order to avoid visibility problems after the printing process, it is not recommended to reproduce the EMSPI logo smaller than 35 mm.

V EU-Logo

Erasmus+ has its own EU logo.



The institution will in all information documents distributed or published and which relate to the Erasmus program use the logo of the European Commission.

In any publication of the institution, in whatever form and by whatever medium, it must specify that it reflects only the opinion of the author and that neither the NA nor the Commission is responsible for any use that may be made of the notice or publication contained information.

You have to use this text in combination of this statement:

This project has been funded with support from the European Commission. This publication (communication) reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein