

TOOLBOX

TO DESIGN YOUR COMMUNICATION CAMPAIGN



Co-funded by the
Erasmus+ Programme
of the European Union

This guide was developed by ALDA - The European Association for Local Democracy for the purpose of the PART-Y Project, funded by the Erasmus+ program of the European Union, in the framework of a Toolkit to build a communication campaign for young and inclusive placemaking (Intellectual Output 1 of the PART-Y project).

This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of ALDA - The European Association for Local Democracy and do not necessarily reflect the views of the European Union.

This publication was done on [canva.com](https://www.canva.com) and the pictures are coming from [canva.com](https://www.canva.com).

Published in December 2021

Cite this Toolbox:

Toolbox to Design your Communication Campaign, Strasbourg, France, 2021

by ALDA - The European Association for Local Democracy, under the views of the European Project PART-Y Consortium

This work is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/)



comune di trieste



Cork
City Council
Comhairle Cathrach Chorcaí



TOOLBOX TO DESIGN YOUR COMMUNICATION CAMPAIGN

Toolbox addressed to young people and
organizations seeking to / willing to participate in
placemaking projects

Table of Contents

4

**TO GO DEEPER IN THE SUBJECT OF
INCLUSIVITY AND GENDER**

6

MEMOS

12

TEMPLATES

TO GO DEEPER IN THE SUBJECT OF INCLUSIVITY AND GENDER

This last section aims to provide some website tools about inclusivity usable in communication campaigns. The languages of each material are in brackets.

i. Inclusive language for gender minorities

- Ayuntamiento de Barcelona (SP): [Guía de comunicación inclusiva | Ayuntamiento de Barcelona](#)
- Council of the European Union (all official languages of the European Union): [en brochure-inclusive-communication-in-the-gsc.pdf\(europa.eu\)](#)
- Diversity Council Australia (EN): [dca wordsatwork overall guide.pdf](#)
- Erasmus Student Network (EN): [Get guided by the ESN Inclusive Communication Manual | Erasmus Student Network](#)
- European institute for gender equality (EN): [Toolkit on Gender-sensitive Communication\(europa.eu\)](#)
- European Union Publications Office (EN): [Publications Office – Interinstitutional Style Guide – 10.6. Gender-neutral language\(europa.eu\)](#)
- Haut conseil à l'égalité entre les hommes et les femmes (FR): [Égalité Femmes-Hommes couverture + petit.indd\(haut-conseil-egalite.gouv.fr\)](#)
- Instituto peruano de defensa de la competencia y de la protección de la propiedad intelectual (SP): [9e1ffc4b-edeb-8622-b3c9-7202ff53d03e\(indecopi.gob.pe\)](#)
- Ministerio argentino de las Mujeres, Géneros y Diversidad (SP): [guia para una comunicacion con perspectiva de genero - mmgyd y presidencia de la nacion.pdf\(argentina.gob.ar\)](#)
- United Nations (many languages): [UNITED NATIONS Gender-inclusive language](#)
- Victorian Government (EN): [LBGTIQ-Inclusive-Language-Guide.pdf\(www.vic.gov.au\)](#)

TO GO DEEPER IN THE SUBJECT OF INCLUSIVITY AND GENDER

ii. Inclusive language and behavior towards people with disabilities

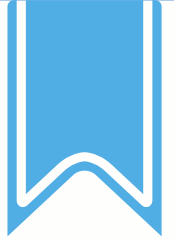
- Australian Federation of Disability Organizations (EN): [Communication with people with disabilities | Australian Federation of Disability Organisations \(afdo.org.au\)](https://afdo.org.au)
- Ayuntamiento de Barcelona (SP): [Guía de comunicación inclusiva | Ayuntamiento de Barcelona](#)
- Byron Shire Council (EN): Microsoft Word - [BYRON-#792227-v1-Communicating with People with a Disability Booklet replaces 788892 - corrupt.DOC \(westerncape.gov.za\)](#)
- Centers for Disease Control and Prevention (EN + SP): [Communicating With and About People with Disabilities | CDC](#)

iii. Inclusive format for people with disabilities

- Microsoft tools to make documents more accessible to people with disabilities (many languages): [Improve accessibility with the Accessibility Checker \(microsoft.com\)](https://microsoft.com)
- Maison départementale des personnes handicapées de la Gironde (FR): [Communiquer - mdph33 :](#)
- Office des personnes handicapées du Québec (FR): [Fiches sur les moyens de communication adaptés - Office des personnes handicapées du Québec \(gouv.qc.ca\)](#)
- Office des personnes handicapées du Québec (FR): [Élaborer et produire des documents accessibles : un guide de bonnes pratiques - Office des personnes handicapées du Québec \(gouv.qc.ca\)](#)
- Office des personnes handicapées du Québec (FR): [Guide-pavillon-parc.pdf \(autisme.qc.ca\)](#)
- UNHCR Communication with communities (EN + FR): [Rendre la communication accessible aux personnes handicapées - Communication With Communities \(westafrica.exposed\)](#)

MEMOS

• ONLINE CHANNELS



A. EMAIL

Indications

- *Demonstrate the value/what is to be gained from this process for the city*
- *Explain why the organization you are contacting can help you in your process*
- *Be concise, once you are contacted back, you will be able to provide a more detailed explanation*
- *Show that many people are interested / specify if necessary the other organizations already contacted*
- *Don't forget to leave your contact information and show your availability*

Example:

My name is John and I am contacting you about the public park next to the school. I have been thinking of initiating a placemaking campaign, to allow the regeneration of this unused public space, which would greatly benefit the students but also the communities surrounding the park.

I am convinced that a collaborative process would be beneficial to all and above all in the interest of the city. Beyond the well-being of the population, it would make this area more attractive for business and tourists, and I am already in contact with many people interested in being part of it. However, to initiate such a process, we would like the support of your organization. We think you could bring great legitimacy and visibility to the process. Moreover, your support would be a real help in formally structuring this process.

Therefore, I would sincerely appreciate it if you would consider my proposal and get back to me to discuss it, and in this sense, I am at your entire disposal,

You can reach me via this email address or by phone: +293#121212

Kind regards

Signature

B. FACEBOOK

1. Draft Facebook page introduction

Indications

- Find an identity (logo, colors, picture)
- You can use templates of logos and infographics on internet (e.g. Canva)
- Write a short introduction of your organization or project
- If you are a municipality, organization or institution, add your website link or contact information and Instagram account
- Ask to other pages to make you publicity

Example:

Do you know what placemaking is? Come and discovered it in ### park!

This page is dedicated to the placemaking project in the ### park of the city of ###. The aim of the project is to create a new space and regenerate community life in the park, thanks to new fittings, such as mats, sport instruments, stages and an open air library.

If you are interested in sharing ideas for this project, register to our Facebook group here *[link]*

[more information about the project]

2. Draft Facebook group introduction

Indications:

- Keep the same identity of the page in case you have created one
- You can use templates of logos and infographics on internet (e.g. Canva)
- Explain the goals of the group for the future members
- If there is a page related to the group, tag it
- Write a disclaimer about rules in this conversation group

Example:

Welcome to ### group! It aims to share ideas and insights regarding the placemaking project in the ### park of the city ###. This group is open to everybody interested in the project.

[Disclaimer:]

To be a team, we need to have rules. In this group:

- every contribution is respectful : any disrespectful contents or comments regarding gender, sexual orientation, race, age, disabilities will be immediately removed and the member excluded from the group
- there is no advertisements nor auto promotion contents
- contents are focused on the placemaking project or related topics

3. Draft Facebook event post

Indications:

- Be schematic;
- Don't be too long (few sentences, short sentences) but be precise
- Provide in the post all information people will need: place, time, duration, accessibility, etc.
- Try to use active language and to include all the people and make them want to participate
- You should use emoticons to make your post more attractive
- Illustrate your post with images, videos (with subtitles), infographics and event
- In case you are talking about a municipality, an organization or an institution, add the website link (with a link shortener if it is too long)

Examples: The Mind Inclusion 2.0 project Facebook events posts

Mind Inclusion 2.0
23 avril · 🌐

#MI20Webinar #4

🔔 **Shaping inclusive societies: the promising path of innovation**

🟡 The webinar organized by the projects [Mind Inclusion 2.0](#), [ICT Enabled Public Services for Migration - MIICT](#), and [Let's FACE up](#) will be dedicated to discuss [#Inclusion](#) and [#Innovation](#) and its impacts on the **people with disabilities, migrants, and youth**.

📅 **May 6, 2021**
🕒 15:00 CEST
Registration is required. 📌

🚀 Don't miss it!

📖 [ALDA \(Associa... Voir plus](#)

MIND INCLUSION FINAL EVENT - WEBINAR #4

SHAPING INCLUSIVE SOCIETIES: THE PROMISING PATH OF INNOVATION

WHEN ?
The 6th of May 2021
From 15:00 to 16:30 CEST

WHERE ?
On Zoom.
[Registration is required.](#)

#MI20WEBINAR

aldar margherita FACE SOY keilimel.com SYNO MICT GrandEst

JEU., 6 MAI
Mind Inclusion Final Event - Webinar#4
Shaping inclusive societies: the...

☆ Ça m'intéresse

Mind Inclusion 2.0
30 novembre 2020 · 🌐

🔔 #MI20Webinar #InternationalDayOfPeopleWithDisabilities

Join us on the 3rd of December to talk about children and youth with disabilities! Great topic and great speaker [Arthur's Dream Autism Trust -ADAT Foundation ETI \(Empowerment Through Integration\) Suskids Trinity College Dublin](#)

*To register scan th code below or click on the link:
https://zoom.us/webinar/register/WN_FgR4sUSXTHagGEsqlCbGpQ

WEBINAR
Children & Youths with Disabilities

📅 **December 3, 2020**

🕒 **11:00 - 12:30 CET**

⚠️ **Registration is required. Click on the link in the post or Scan me**

QR code

WITH [ADAT](#) [eti](#) [suskids](#) [alda](#)

Through the Roof Trinity College Dublin

#MI20WEBINAR

Erasmus+

4. Draft Facebook post

Indications:

- Be schematic;
- Don't be too long (few sentences, short sentences) but be precise
- Try to use active wordings and to include all the people and make them participate
- You should use emoticons to make your post more attractive
- Illustrate your post with images, videos (with subtitles), infographics and event
- In case you are talking about a municipality, an organization or an institution, add the website link (with a link shortener if it is too long)

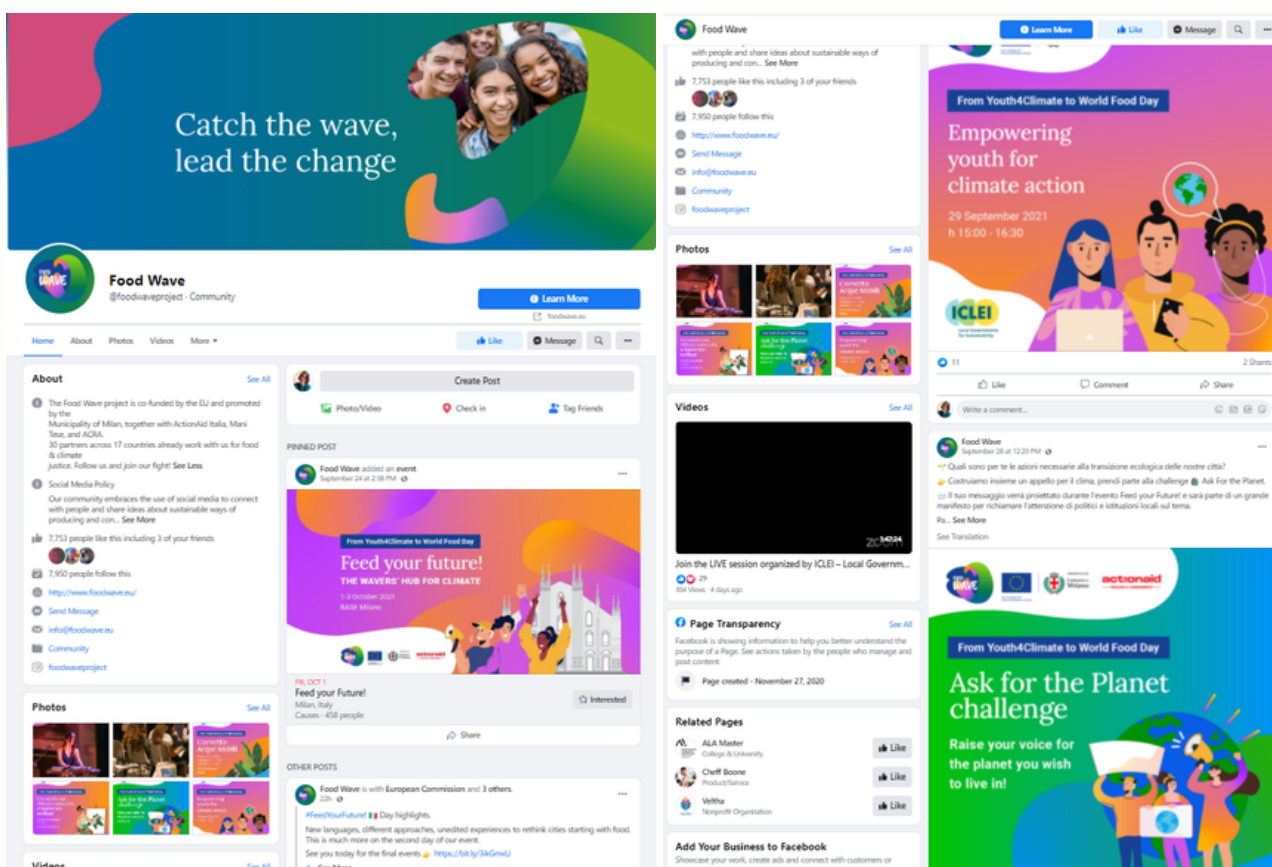
Example:

Have you heard about the next placemaking project in your city ? If not yet, here is the right place to be ! So let's introduce the project to you.

Placemaking is about regenerating an unused public space in the city. As the ### park is less and less used by neighbors because of ... [reasons], we want to create a new community life space, with fittings for people of all age, gender, origins and with disabilities.

This project comes from the community. This is why we need your contribution. So stay tuned and follow our hashtag #park-making

Examples: The Food Wave project Facebook page

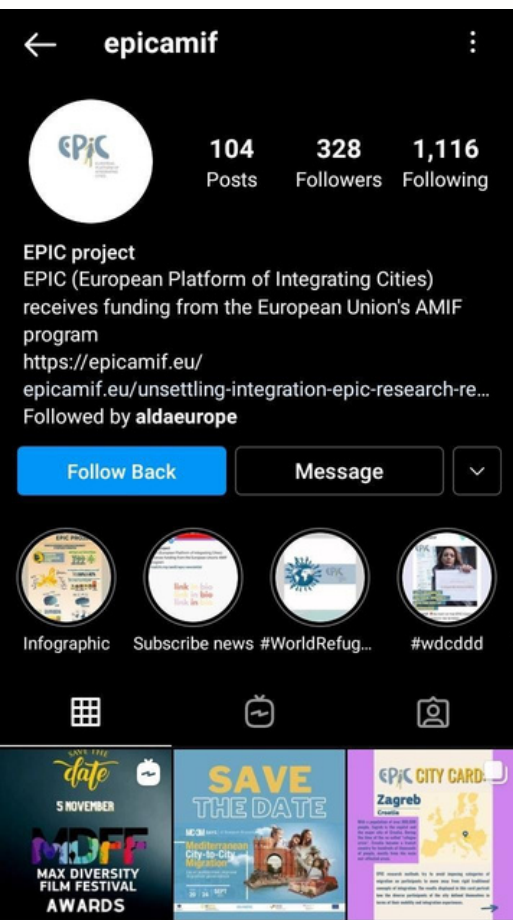


C. INSTAGRAM

Indications:

- Find an identity (logo, colors, picture)
- You can use templates of logos and infographics on internet (e.g. Canva)
- Write a short introduction of your organization or project
- If you are a municipality, organization or institution, add your website link or contact information and Facebook account
- Ask to other pages to make you publicity
- Make sure to have the best quality for the pictures because feed is important
- Be schematic
- Don't be too long (few sentences, short sentences) but be precise
- Try to use active wordings and to include all the people and make them participate

Example: The EPIC project Instagram page



• OFFLINE CHANNELS

Indications:

- Try to have a good layout
- Mix images or infographics and text
- Write all the useful informations: venue, hour, how to come, registering if necessary
- Add your contact information: phone number, facebook page, instagram page, website, QR code
- Dissemination of the flyers: schools, bars, supermarkets, shops

Example: APPROACH project flyer



The flyer is titled 'APPROACH' and is designed to attract European citizens living in other Member states. It features a pink header with the text 'Are you an European citizen living in another Member state? APPROach is for you! Know your rights, Live your city!'. Below this, it states '1st European online platform done by European citizens and 6 cities partners.' and lists three bullet points: 'Find information about education, civic and social life, voting and much more', 'Help to shape the shared social calendar of your hosting city', and 'One community, 24 languages! Become an active member of the community and translate the information to improve the integration of your peers'. A pink box at the bottom says 'Be welcome in your new city, in your new home!'. On the right side, there are social media links for Facebook (@APProachEUMC), Twitter (@AEumc), and the website (project-approach.eu). At the bottom, there are logos for ALDA, Etterbeek, Comune di Milano, Municipality of Nieuw-Straatsen, PARIS, veije, LISBOA, City of Amsterdam, and a logo for the European Union. A disclaimer at the bottom states: 'This item has been produced with the financial assistance of the European Union. The contents of it are the sole responsibility of ALDA and can under no circumstances be regarded as reflecting the position of the European Union.'

Are you an European citizen living in another Member state?
APPROach is for you!
Know your rights, Live your city!

1st European online platform done by European citizens and 6 cities partners.

Want to get involved in your city?

- Find information about education, civic and social life, voting and much more
- Help to shape the shared social calendar of your hosting city
- One community, 24 languages! Become an active member of the community and translate the information to improve the integration of your peers

Be welcome in your new city, in your new home!

APPROACH

Facebook:
[@APProachEUMC](#)

Twitter:
[@AEumc](#)

Website:
[project-approach.eu](#)

ALDA European Association for Local Democracy

Etterbeek

Comune di Milano

MUNICIPALITY OF NIEUW-STRATEN

PARIS

veije

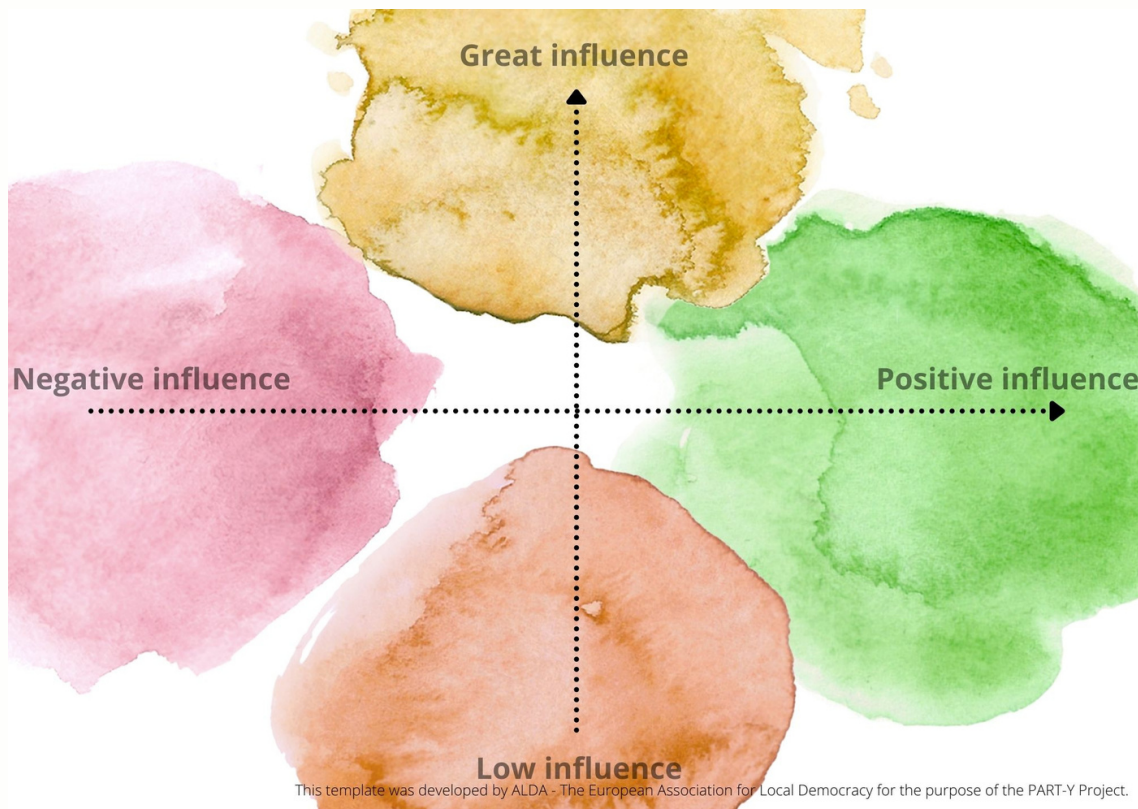
LISBOA

City of Amsterdam

This item has been produced with the financial assistance of the European Union. The contents of it are the sole responsibility of ALDA and can under no circumstances be regarded as reflecting the position of the European Union.

TEMPLATES

- **TOOLBOX 1: The map of stakeholders**



→ **Why do you need a map of stakeholders for a communication campaign?**

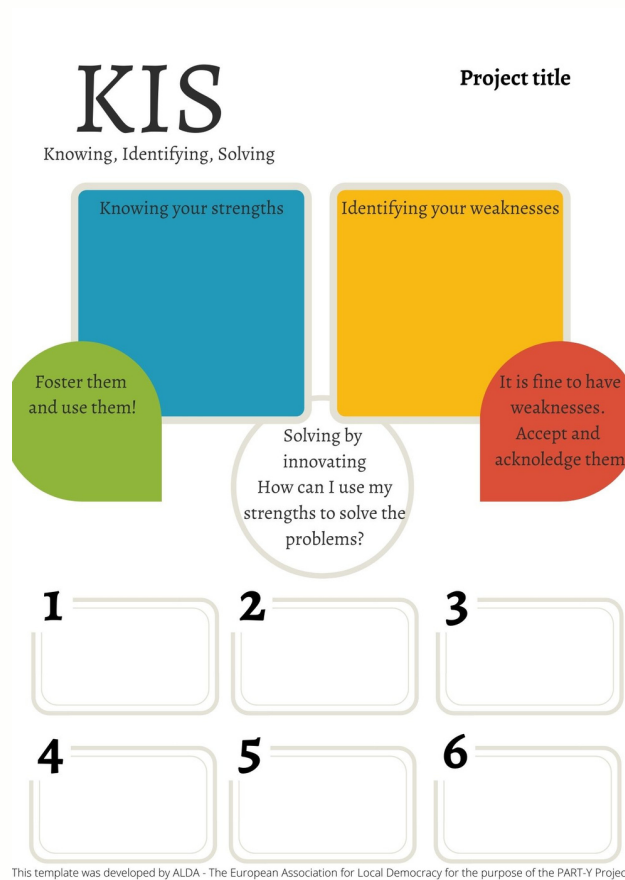
Mapping stakeholders allows you to not forget any people or organisations able to help you in your project, or people or organisations who may resist your project. Then you can design for each stakeholder a specific message aimed at convincing them to be in favour of your project according to their specific position.

→ **How to do it?**

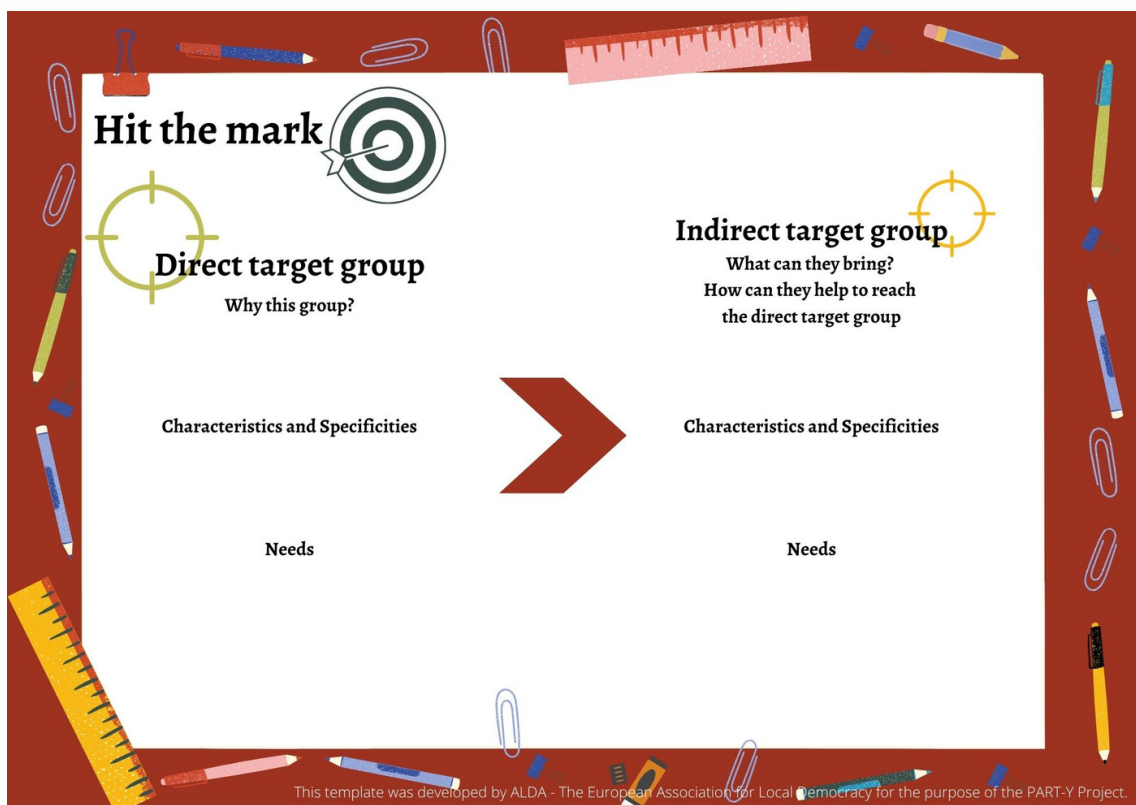
The first essential step is to list all the potential stakeholders. For this step, it is important to not limit yourself to the most obvious partners or opponents. You should include even people or organisations you do not feel confident to talk to. Then you have to sort them according to two dimensions by answering these following questions:

- Will they support or promote your project? or, at the opposite, do you think they will be negative about the project, or maybe try to stop it?
- Do they have much power or influence they can use in favour of or against your project?

- **TOOLBOX 2: The KIS methodology**



- **TOOLBOX 3: Hit the mark analysis**



- **TOOLBOX 4: SWOT**

The diagram shows a SWOT analysis template. At the top, the word 'SWOT' is written in a large, bold, serif font. To its right, the text 'Project title' is written in a smaller, bold, sans-serif font. Below 'SWOT', the text 'Strengths, Weaknesses, Opportunities, Threats' is written in a smaller, sans-serif font. The main part of the template is a 2x2 grid. The columns are labeled 'Helpful' and 'Harmful' at the top. The rows are labeled 'Internal' and 'External' on the left. The four quadrants are: Top-Left (Internal/Helpful) is a blue square with a large white 'S'; Top-Right (Internal/Harmful) is a grey square with a large white 'W'; Bottom-Left (External/Helpful) is a yellow-green square with a large white 'O'; Bottom-Right (External/Harmful) is a red square with a large white 'T'. Below the grid, a small line of text reads: 'This template was developed by ALDA - The European Association for Local Democracy for the purpose of the PART-Y Project.'

→ **What does SWOT mean?**

SWOT is an acronym for Strengths, Weaknesses, Opportunities, and Threats. It is a tool used to analyse your strategic position when you plan to implement a project.

To fill in the SWOT table, you have to keep in mind the two following lines:

- rows are divided between helpful and harmful events or things
- columns are divided between internal and external dimensions

→ **How to fill in the SWOT table?**

- Strengths: what you or your organisation are good at
- Weaknesses: what you or your organisation are less good at
- Opportunities: things or events external from you you could take advantage of for your project
- Threats: things or events external from you which could disadvantage you for your project

• TOOLBOX 5: The map of stakeholders

GOAL
.....

How communication will help you to reach your goal? →

COMMUNICATION STRATEGY

CHANNELS Which channels does the target use?
.....
.....

MESSAGE How your goal is going to be helpful for them? What do you want them to know/do?
.....
.....

TARGET Characteristics
A)
B)

Which one am I good at?
.....
.....

STYLE Which style for that target & that channel?
.....
.....

ACTIVITY PLAN

	What?	By whom?	When?	Where?
A)
B)

MONITOR What do I need to implement this? How can I monitor the outcomes?
.....
.....

CHECK Would that communication attract my attention?

This template was developed by ALDA - The European Association for Local Democracy for the purpose of the PART-Y Project.

Are you ready to start your own communication campaign?

If you want to use these templates for your communication campaign, here are the printable versions below.

Great influence

Negative influence

Positive influence

Low influence

KIS

Knowing, Identifying, Solving

Project title

Knowing your strengths

Foster them
and use them!

Identifying your weaknesses

It is fine to have
weaknesses.
Accept and
acknowledge them

Solving by
innovating
How can I use my
strengths to solve the
problems?

1

2

3

4

5

6

Hit the mark



Direct target group

Why this group?

Characteristics and Specificities

Needs



Characteristics and Specificities

Needs



Indirect target group

What can they bring?

How can they help to reach
the direct target group

SWOT

Project title

Strengths, Weaknesses, Opportunities, Threats

Helpful

Harmful

Internal

S

W

External

O

T



GOAL

.....
.....



CHANNELS

Which channels does the target use?

A)

B)

How communication will
help you to reach your goal?



MESSAGE

How your goal is going
to be helpful for them?
What do you want
them to know/do?



TARGET

Characteristics

A)

B)

Which one am I good at?

.....
.....



STYLE

Which style for that target
& that channel?

A)

B)



ACTIVITY PLAN

What? By whom? When? Where?

A)

B)



MONITOR

What do I need to implement this?
How can I monitor the outcomes?



CHECK

Would that communication
attract my attention?



Co-funded by the
Erasmus+ Programme
of the European Union

This guide was developed by ALDA - The European Association for Local Democracy for the purpose of the PART-Y Project, funded by the Erasmus+ program of the European Union, in the framework of a Toolkit to build a communication campaign for young and inclusive placemaking (Intellectual Output 1 of the PART-Y project).

This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of ALDA - The European Association for Local Democracy and do not necessarily reflect the views of the European Union.

This publication was done on canva.com and the pictures are coming from canva.com.

Published in December 2021