DISSEMINATION STRATEGY ROADMAP

WHY THIS TOOL MATTERS?

A clear dissemination roadmap helps your project reach broader audiences, extend its visibility, and make results useful beyond the partnership.
It prevents scattered or last-minute communication and ensures that every output tools, events, videos, training materials is shared with the right people, through the right channels, at the right moment.
It also helps teams coordinate responsibilities, avoid duplicated effort, and keep track of what has already been shared.
A well-designed dissemination plan increases the impact, credibility, and sustainability of the project outcomes, making it easier for other organisations, youth workers and stakeholders to adopt and reuse them.

HOW TO USE IT?

- **Start with your goals:** define what you want your dissemination to achieve (visibility, engagement, adoption of tools, post-project impact).
- **Identify audiences:** list who needs to receive your results: youth workers, policy makers, schools, NGOs, institutions, local communities.
- **Define your messages:** choose what each audience needs to understand or take away.
- **Map your channels**: match audiences with the most effective channels (social media, newsletters, events, websites, conferences).
- **Plan concrete actions:** schedule what you will publish or present, when, and who is responsible.

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- **Track results**: record reach, downloads, participants, interactions and adapt your strategy based on what works.
- **Create a final dissemination package:** ensure everything is accessible and easy to share after the project ends.

TIPS

- Adapt your channels to your audiences youth prefer short videos; institutions prefer documents or presentations.
- Reuse and repurpose content: one result can generate posts, infographics, short clips, newsletters, or presentations.
- Keep dissemination active after the project ends by scheduling follow-up posts or sending outputs to networks and multipliers.

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Dissemination strategy roadmap

STEP 1 – Define Dissemination Goals

Clarify what you want to achieve: visibility, engagement, uptake, networking.

STEP 2 – Identify Target Audiences

Map all groups that should receive your results: youth, schools, NGOs, cultural actors, institutions.

STEP 3 – Analyse Audience Needs

Understand expectations, barriers, preferred channels and formats.

STEP 4 – Craft Key Messages

Define what each audience must clearly understand or remember.

STEP 5 – Select Dissemination Channels

Choose the best channels: social media, website, newsletter, events, press, multipliers.

STEP 6 – Plan Dissemination Actions

Define what will be shared, who is responsible, and when.

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MEDIATE YOUR FUTURE

STEP 7 – Ensure Accessibility & Inclusion	Make content inclusive: simple language, subtitles, ALT text, alternative formats.
STEP 8 – Launch Activities	Publish, share, promote and present your project outputs.
STEP 9 – Collect Evidence	Measure reach, engagement, downloads, participation and feedback.
STEP 10 – Evaluate & Improve	Analyse what worked, adjust what didn't, refine future dissemination cycles.

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