

FLOWGEN Outreach Strategy

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FLOWGEN

Youth-Led Innovations for the Blue Economy & Water Justice

Work Package 5 – Outreach Strategy

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Quick start: How to use the FLOWGEN Outreach Strategy

Welcome to the FLOWGEN Outreach Strategy — your practical field guide to communicating, sharing, and amplifying FLOWGEN’s impact across Europe. This is not a rulebook, but a flexible companion designed to help partners, youth organizations, and stakeholders create meaningful, visible, and sustainable communication for water justice, the blue economy, and youth innovation. This section gives you a quick orientation — who it’s for, what it contains, and how to use it effectively.

Who is it for

This guide is for everyone involved in communicating FLOWGEN:

- Project partners responsible for national-level outreach and Erasmus+ visibility
- Youth workers and educators engaging young people in the FLOWGEN campaign
- Stakeholders and collaborators (NGOs, policymakers, businesses) who wish to share FLOWGEN’s tools, results, and advocacy messages

Whether you’re writing a post, organizing an event, or preparing a newsletter, this document helps ensure your work aligns with the shared FLOWGEN identity and European standards.

What will you find inside

A clear roadmap for communication — from strategy to action. Inside, you’ll find:

- Key messages & audiences: How to talk about FLOWGEN and tailor messages for youth, educators, policymakers, and the public
- Visual identity & branding: How to use the FLOWGEN and Erasmus+ logos, color palette, and templates
- Communication tools: Guidance for using the website, social media, newsletters, and multiplier events
- Roles & responsibilities: Who does what — from coordination to partner-level outreach
- KPIs & monitoring: How to measure success and keep communication evidence-based
- Sustainability principles: How to keep outreach green, inclusive, and cost-effective

Key tools you will encounter

- Message frameworks – Core narratives linking FLOWGEN to the EU Green Deal and Youth Strategy.
- Analytics & KPIs – Tools for tracking website traffic, engagement, and participation.
- Youthpass integration – A pathway for recognizing learning and advocacy achievements.

How to use it

You can read it start to finish, or jump straight to the section relevant to your work:

- Designing a campaign? → Go to *Communication Channels & Tools*
- Writing reports or press releases? → See *Branding & Visual identity*
- Organizing events? → Check *Roles & Responsibilities* and *Multiplier Events*
- Evaluating impact? → Head to *Monitoring & Evaluation*

Use the guidance as a living framework — adapt it to your national context, share your insights, and help the FLOWGEN story grow. Remember: Consistency builds recognition. Creativity builds connection. Together, we make FLOWGEN’s voice stronger — across borders, audiences, and generations.

1. Introduction

The FLOWGEN Outreach Strategy is a *living, working document* — a practical tool designed to evolve throughout the project’s lifecycle. It will be regularly updated as new insights, data, and results emerge, ensuring that communication remains adaptive, evidence-based, and relevant to changing contexts. More than a static plan, it functions as both a guiding framework for project partners and a resource for external stakeholders seeking to design effective outreach strategies for youth-centered sustainability and innovation initiatives.

For project partners, this document provides a clear roadmap for planning, executing, and evaluating communication and dissemination activities at both the European and national levels. It establishes shared principles, common tools, and standardized templates to ensure coherence across the consortium, while allowing flexibility for local adaptation. For external stakeholders — including youth organizations, educators, and policymakers — it serves as a replicable model demonstrating how to build inclusive, data-driven outreach that amplifies youth voices and aligns with European Union priorities such as the European Green Deal, the EU Youth Strategy, and the Blue Economy Agenda.

The document is organized into interconnected chapters that together form FLOWGEN’s communication and visibility framework. Chapter 1 introduces the project, its outreach objectives, and the three central pillars of activity — the outreach and media infrastructure, the youth-led campaign, and the multiplier events. Chapter 2 defines the project’s target audiences and core messages, explaining how communication will be tailored to youth, educators, policymakers, and the wider public. Chapter 3 outlines the project’s visual identity and branding, ensuring alignment with Erasmus+ visibility rules and professional presentation across all outputs. Chapter 4 details the communication channels and tools — including the project website, social media, newsletters, and partner networks — that form FLOWGEN’s digital ecosystem. Chapter 5 defines the roles and responsibilities of LATRA and partner organizations, establishing coordination structures for effective

implementation, including procedures for crisis communication. Finally, Chapter 6 describes the monitoring and evaluation framework, presenting key performance indicators (KPIs), data collection tools, and feedback mechanisms that will track FLOWGEN's communication reach, engagement, and impact.

Together, these sections ensure that FLOWGEN's outreach is coherent, inclusive, and measurable — translating complex goals like *water justice* and *blue economy innovation* into clear, accessible narratives that empower youth, engage stakeholders, and inspire collective action across Europe.

1.1 About the project

FLOWGEN – *Youth-Led Innovations for the Blue Economy & Water Justice* – is a 24-month Erasmus+ Cooperation Partnership that brings together four organizations from across Europe: Kersnikova Institute (Slovenia), LATRA (Greece), Youth Bridges Budapest – YBB (Hungary), and Esplai Social – ESPLAI (Spain). The project addresses one of the most urgent challenges of our time: the global water crisis and the need for sustainable, inclusive solutions within the blue economy. By equipping youth and youth workers with entrepreneurial, advocacy, and leadership skills, FLOWGEN creates new pathways for young people to actively contribute to water conservation, marine sustainability, and climate justice.

At the heart of the project are a set of interconnected innovations: a MOOC ensuring free and open access to structured learning across Europe; a stackable microcredentials system that validates skills in blue entrepreneurship, sustainability leadership, and water justice advocacy; youth-led Blue Ventures that deliver practical, community-based water sustainability solutions; and large-scale advocacy campaigns designed to reach over one million citizens and amplify youth voices in shaping water governance and the European Green Deal.

FLOWGEN is not only an educational project — it is a movement. By empowering marginalized youth, strengthening the professional role of youth workers, and

fostering cross-border collaboration, it positions young people as central innovators and advocates in Europe's transition toward water sustainability and climate action.

1.2 Objectives of the outreach strategy

The Outreach Strategy is the cornerstone of FLOWGEN's visibility and impact plan, ensuring that the project's activities, results, and lessons are communicated in ways that not only inform but also inspire action and long-term engagement. It is designed as both a communication tool and a mobilization framework, connecting FLOWGEN's mission with the broader priorities of Erasmus+, the European Green Deal, and the EU Youth Strategy. The outreach strategy is thus both functional (to spread results widely) and transformative (to shift perceptions, build movements, and mobilize communities).

The main objectives of the strategy are to:

Raise awareness: Position FLOWGEN as a flagship initiative in youth-led sustainability and water justice. Communicate the urgency of water challenges and the opportunities offered by the blue economy to young people and the wider public.

Promote participation: Actively engage youth, youth workers, and organizations by providing clear calls-to-action, accessible entry points, and storytelling that highlights the human side of the blue economy.

Support advocacy & policy change: Translate project results into compelling messages for policymakers, showing the added value of youth engagement in shaping water and climate policies.

Maximize dissemination & exploitation: Ensure that FLOWGEN's training resources, methodologies, and microcredentials reach beyond the immediate partnership, becoming integrated into the work of external organizations, VET institutions, and youth networks.

Guarantee sustainability & legacy: Create communication channels and tools that remain active after the project's end, ensuring FLOWGEN's outcomes continue to inspire action and inform policy.

1.3 Central activities of FLOWGEN's outreach

The outreach component of FLOWGEN is structured around three interlinked activities that together ensure visibility, engagement, and long-term impact: the Outreach Strategy & Media Infrastructure, the FLOWGEN Youth-Led Campaign, and the Multiplier Events. Each activity contributes to a cohesive communication ecosystem that connects digital and physical outreach, amplifies youth voices, and embeds FLOWGEN's outcomes into lasting European and local structures.

Activity 1: Outreach strategy & media infrastructure

The first activity lays the foundation for all communication, dissemination, and exploitation activities. Under this component, FLOWGEN develops a comprehensive outreach strategy that defines how project messages are crafted, distributed, and monitored across platforms and audiences. This strategy ensures that communication is not only consistent but also adaptable to local contexts and cultural nuances across the four participating countries — Greece, Slovenia, Spain, and Hungary.

At the heart of this activity is the FLOWGEN media ecosystem, which includes a multilingual project website and coordinated social media channels. The website functions as the central hub for project visibility — hosting resources such as reports, MOOC materials, Blue Venture stories, and campaign updates. Social media channels (Facebook, Instagram, and LinkedIn) complement the website by offering interactive spaces for dialogue, storytelling, and real-time engagement with youth, educators, and stakeholders.

Partners are trained in the correct use of templates, Erasmus+ visibility standards, and analytics tools to ensure consistency and professionalism. Through continuous data tracking — including web traffic, engagement metrics, and download counts — LATRA

and partners will assess communication impact and optimize outreach performance throughout the project's life cycle.

Activity 2: The FLOWGEN youth-led campaign

The second activity, the FLOWGEN Campaign, represents the project's most dynamic and participatory dimension. It empowers young people to become digital advocates for the Blue Economy, water justice, and the European Green Deal. Through a series of guided digital actions, youth participants will co-create and disseminate messages designed to reach over 1 million EU citizens across Europe.

The campaign uses storytelling and visual advocacy to make complex sustainability issues accessible and engaging. Young participants will receive training in digital advocacy, social media strategy, and creative content production, allowing them to take ownership of the message and lead real change.

This activity also links directly with Erasmus+ tools such as Youthpass, SALTO, and HOP, showcasing how EU programmes empower youth to develop competencies and civic engagement skills. The campaign's content — including videos, infographics, and testimonials — will highlight the success of youth-led Blue Ventures, reinforcing the project's central message: that young people are capable of driving transformative climate and water solutions.

Activity 3: Multiplier events and stakeholder engagement

The third activity focuses on bringing FLOWGEN's results into the real world through high-impact multiplier events in each partner country. These events act as key dissemination moments where project findings, tools, and policy recommendations are shared with policymakers, NGOs, businesses, educators, and youth networks.

Rather than adopting a conventional conference model, FLOWGEN's events are designed as interactive, participatory working sessions that foster dialogue and co-creation. Participants will explore how FLOWGEN's educational resources and

advocacy methodologies can be integrated into existing institutional and policy frameworks, ensuring long-term adoption and sustainability.

The final multiplier event in Slovenia, aligned with the Fourth Transnational Project Meeting (TPM4), will serve as both a showcase and a policy dialogue platform. It will feature youth and youth workers presenting their Blue Ventures and policy proposals to decision-makers, reinforcing the importance of youth participation in water governance and sustainability education.

Through these three interconnected activities, FLOWGEN's outreach strategy ensures a balance between digital innovation, local engagement, and institutional integration — amplifying visibility while laying the groundwork for lasting impact across Europe.

1.4 Expected results of outreach activities

This guide is for everyone involved in communicating FLOWGEN: Outreach activities are designed to generate both tangible and intangible outcomes that extend FLOWGEN's visibility, influence, and sustainability across Europe. These results go beyond awareness-raising, aiming to empower young people, connect stakeholders, and embed the project's outcomes into long-term structures and policies.

Tangible results

A key tangible result is the successful delivery of a large-scale, youth-led digital advocacy campaign, engaging 1 million EU citizens across social media and partner networks. This campaign will raise awareness about the Blue Economy, water justice, and the European Green Deal, positioning young people at the forefront of sustainability dialogue. Through storytelling, short videos, and visual campaigns, FLOWGEN will amplify youth voices while promoting the practical benefits of sustainable water management and green entrepreneurship.

Another major achievement will be the development of a structured outreach strategy and media toolkit, including templates, messaging guidelines, and digital assets. These

resources ensure that all partners communicate consistently and effectively while maintaining compliance with Erasmus+ visibility requirements. This framework will remain available beyond the project's duration, serving as a replicable model for other EU-funded initiatives.

The FLOWGEN website and social media channels will serve as dynamic communication hubs, continuously updated with project news, outputs, training materials, and campaign content. These platforms will connect a broad European audience — youth, educators, NGOs, and policymakers — fostering interaction and knowledge exchange.

In addition, high-impact multiplier events will be organized in each partner country, creating opportunities for collaboration between youth, policymakers, NGOs, businesses, and educators. These events will showcase FLOWGEN's results, discuss ways to integrate Blue Economy education into existing structures, and strengthen policy dialogue around water justice.

Finally, FLOWGEN will produce youth-generated advocacy messages and policy recommendations, developed through transnational dialogue and stakeholder engagement. These contributions will directly inform local, national, and EU discussions on sustainable water governance and climate resilience. All training content and educational outputs, including the MOOC and methodological framework, will be disseminated through open-access platforms such as SALTO, HOP, and OER repositories, ensuring long-term accessibility and reuse.

Intangible results

Beyond the measurable outputs, FLOWGEN's outreach efforts will create meaningful, long-lasting impacts. Youth participants will gain new knowledge, digital skills, and advocacy tools, enabling them to become recognized leaders in sustainability. They will not only understand the principles of the Blue Economy and water justice but will

also be equipped to communicate them effectively within their communities and professional contexts.

The project will also strengthen cross-sectoral collaboration, building bridges between youth organizations, educational institutions, policymakers, researchers, and businesses. These relationships will form a foundation for sustained cooperation and innovation beyond the project's lifetime.

By highlighting youth-led success stories through digital media and public events, FLOWGEN will inspire communities to embrace sustainable water practices and contribute to local resilience efforts. The project will also help mainstream Blue Economy and water justice principles into public discourse and policy frameworks, reinforcing their importance within Europe's green transition and climate adaptation strategies.

Lastly, through its open-access resources, digital infrastructure, and institutional partnerships, FLOWGEN ensures that its tools, materials, and methodologies remain in active use across Europe after the project's completion — creating a durable legacy of youth empowerment, sustainability education, and climate advocacy.

1.5 Alignment with Erasmus+ priorities

The FLOWGEN Outreach Strategy is purposefully designed to strengthen the project's visibility while embedding its goals within the wider Erasmus+ framework and the EU's sustainability agenda. By aligning communication, dissemination, and advocacy with Erasmus+ priorities, FLOWGEN ensures that its outcomes extend beyond the partnership, contributing to policy impact, sectoral innovation, and long-term scalability across Europe.

Youth priority – Active citizenship & entrepreneurship: FLOWGEN positions young people as leaders of change in the blue economy. Outreach activities highlight their role in shaping water sustainability solutions through social entrepreneurship,

advocacy, and local action. By promoting youth-led Blue Ventures and showcasing stories of initiative, the strategy inspires other young Europeans to engage in civic life and to see themselves as innovators in climate action.

Youth priority – Quality, innovation & recognition of youth work: The strategy emphasizes the added value of youth work by promoting FLOWGEN’s innovative methodologies and open learning resources. Central to this is the microcredentials system, which validates and formalizes skills in blue entrepreneurship and water justice advocacy. By raising awareness of these credentials among educators, policymakers, and employers, outreach contributes to greater recognition of youth work as a professional and impactful field.

Horizontal priority – Environment & fight against climate change: Through multilingual digital campaigns, accessible policy briefs, and grassroots advocacy, FLOWGEN transforms the urgency of water and climate challenges into relatable narratives. Outreach mobilizes young people, educators, and communities to adopt sustainable practices, advancing behavioral change and reinforcing the EU’s commitment to environmental resilience.

1.6 Contribution to wider EU Frameworks

FLOWGEN’s outreach is strategically embedded within key European Union frameworks on climate action, youth empowerment, and sustainable growth. By aligning dissemination and advocacy with EU priorities, the strategy ensures that FLOWGEN’s results are not only project-specific but also contribute to Europe’s long-term policy objectives, offering visibility, legitimacy, and scalability across member states.

European Green Deal: FLOWGEN is framed as a youth-driven contribution to the EU’s climate neutrality target by 2050. Outreach translates abstract policy into relatable narratives of action, presenting youth-led Blue Ventures as living examples of how community solutions can contribute to systemic shifts in water use, energy efficiency, and sustainable practices. Campaigns and multiplier events emphasize that young

people are not passive recipients of climate policy, but co-creators of Europe's green transition.

EU Blue Economy Strategy: Outreach showcases how FLOWGEN equips young people with future-ready skills in water justice, marine sustainability, and entrepreneurship, directly tackling the skills gap highlighted in the EU Blue Economy Report. By promoting MOOCs, microcredentials, and youth innovation projects, the strategy reframes the blue economy as more than an industrial sector — as a driver of green jobs, social equity, and environmental resilience.

EU Youth Strategy: FLOWGEN amplifies youth voices in decision-making spaces, contributing to the EU Youth Strategy's pillars of engagement, empowerment, and connection. By prioritizing marginalized groups such as NEETs, refugees, and rural youth, FLOWGEN advances inclusivity in EU policy processes. Its outreach leaves a legacy of a youth-led movement with digital and physical platforms that continue to shape water and climate governance beyond the project lifecycle.

2. Target audiences & key messages

2.1 Primary audiences

Youth (18–30 years old): Young people are at the core of FLOWGEN's mission. They often face high unemployment, limited access to specialized sustainability training, and little representation in water or climate governance. Many live in water-dependent regions vulnerable to climate change. FLOWGEN places particular emphasis on marginalized youth (NEETs, refugees, rural youth, young women, ethnic minorities, and youth with disabilities) ensuring that those furthest from opportunities gain access to skills, recognition, and pathways into the blue economy.

How FLOWGEN will reach them: FLOWGEN will reach youth primarily through digital-first campaigns on TikTok, Instagram, Facebook, and YouTube, using short videos and peer-led storytelling. Local workshops and community events in Slovenia, Hungary,

Spain, and Greece provide in-person entry points. Transnational mobility opportunities, such as the Blue Residency, create cross-border engagement and inspire youth to connect, collaborate, and advocate for water justice.

What will be communicated: Messages will highlight invitations to the free MOOC on SALTO HOP, accessible training in blue entrepreneurship, and opportunities to earn microcredentials that validate skills and improve employability. Communication will showcase inspiring youth-led Blue Ventures and success stories, while advocacy campaigns emphasize the central role of young people in driving water sustainability, climate action, and the European Green Deal.

Youth workers & educators: Youth workers and educators are essential multipliers within FLOWGEN. They play a pivotal role in mentoring and guiding young people, yet often lack structured training or recognition in sustainability and blue economy education. Many work in non-formal education settings where innovative tools are scarce. FLOWGEN strengthens their professional capacity by providing validated learning pathways, digital resources, and opportunities for international collaboration, ensuring that youth workers become catalysts for empowering disadvantaged young people in their communities.

How FLOWGEN will reach them: FLOWGEN will connect with youth workers through professional networks, Erasmus+ communities, and platforms like SALTO and HOP. Capacity-building workshops, training-of-trainers events, and webinars will provide practical entry points. Local sessions hosted by partner organizations will reinforce engagement, while certification opportunities and microcredentials will validate and recognize their professional development.

What will be communicated: Communication will focus on access to FLOWGEN's MOOC for youth workers, offering ready-to-use resources and innovative methodologies for blue entrepreneurship and water justice education. Outreach will emphasize the value of microcredentials for professional recognition, toolkits that

support youth empowerment, and messages positioning youth workers as mentors and leaders, enabling them to shape the next generation of climate and sustainability innovators.

2.2 Secondary audiences

Youth organizations & NGOs are essential actors in FLOWGEN's ecosystem, particularly those working with marginalized and disadvantaged youth. They provide access to communities that are often excluded from EU opportunities and can ensure that FLOWGEN's resources and practices live on beyond the project's official duration. Their role as connectors and multipliers allows the project's tools, campaigns, and messages to reach diverse local contexts across Europe.

How FLOWGEN will reach them: Engagement will take place through partner networks, invitations to multiplier events, campaign collaborations, and dissemination via online platforms and cross-project synergies.

What will be communicated: Integration of the MOOC and open resources, co-hosting opportunities for advocacy events and Blue Ventures, and evidence of strengthened links to EU initiatives, policies, and funding streams.

Policymakers (Local, National, and EU) create the frameworks in which youth-led sustainability initiatives can flourish. Their decisions shape funding, recognition, and opportunities for young people to influence environmental governance. FLOWGEN understands that demonstrating the tangible value of youth engagement in the blue economy is essential to embedding project results into long-term policy agendas at local, national, and EU levels.

How FLOWGEN will reach them: Policymakers will be engaged through concise policy briefs, evidence-based reports, invitations to multiplier events where young people present recommendations, and targeted advocacy campaigns that highlight youth voices in governance.

What will be communicated: FLOWGEN will share evidence of its contribution to EU priorities, deliver policy recommendations co-created with youth during the Blue Residency, and showcase youth-led solutions that prove the feasibility of water justice initiatives.

Businesses & industry stakeholders: The blue economy offers vast potential for sustainable growth, yet it faces a widening skills gap and an ageing workforce. Businesses need young professionals equipped with sustainability competencies and entrepreneurial mindsets. FLOWGEN addresses this challenge by preparing a new generation of skilled youth who can bring innovation, climate responsibility, and fresh perspectives into marine, freshwater, and water-dependent sectors. Engaging businesses is vital to ensure that these skills are recognized, valued, and applied in real-world contexts.

How FLOWGEN will reach them: Companies will be engaged through networking at multiplier events, outreach via chambers of commerce and industry associations, and direct collaboration opportunities with youth-led Blue Ventures.

What will be communicated: FLOWGEN will highlight the credibility of microcredentials, showcase youth innovation stories, and invite businesses to support youth through mentorship, internships, and sustainable partnerships.

Environmental & civic organizations are natural allies in FLOWGEN's mission to promote water justice and climate action. These organizations already mobilize communities, influence policy debates, and champion sustainability causes. By collaborating with them, FLOWGEN gains legitimacy, extends its reach, and situates youth-led initiatives within broader environmental movements. Their participation ensures that FLOWGEN's campaigns and solutions resonate within established networks while amplifying youth voices in advocacy for systemic change.

How FLOWGEN will reach them: Engagement will take place through invitations to joint campaigns, participation in local and EU-wide events, and dissemination via existing coalitions, advocacy platforms, and networks.

What will be communicated: FLOWGEN will share youth-led water justice success stories, provide advocacy tools and policy recommendations, and create opportunities to co-host campaigns that unite youth and NGOs in amplifying impact at European and community levels.

Wider public / EU citizens: The wider European public is both an audience and an actor in FLOWGEN's mission. Citizens are directly impacted by water scarcity, pollution, and climate change, yet often lack awareness of the blue economy's potential or the role youth can play in shaping solutions. By reaching broad audiences, FLOWGEN promotes a culture of water responsibility, builds support for youth-led initiatives, and inspires everyday behavioural changes that contribute to Europe's sustainability goals.

How FLOWGEN will reach them: The public will be engaged through large-scale digital campaigns targeting one million citizens, press and media outreach, and local events that showcase youth-led Blue Ventures in communities across Europe.

What will be communicated: FLOWGEN will deliver relatable narratives on water challenges, highlight the transformative role of youth innovators, and encourage simple, practical actions that citizens can take to support water conservation, climate resilience, and the European Green Deal.

2.3 Key messages & target audiences

This guide is for everyone involved in communicating FLOWGEN: Clear and consistent messaging is the cornerstone of an effective outreach strategy. For FLOWGEN, key messages must not only highlight the project's unique activities and outputs but also connect them to broader European and global agendas. The following topics provide a framework for communications across audiences, ensuring that outreach is strategic,

relevant, and compelling. Together, they capture the urgency of water justice, the transformative potential of youth-led innovation, and the lasting impact of Erasmus+ investments in young people.

1. Why the Blue Economy & Water Justice matter

Water is one of the most critical resources of our time. Climate change, pollution, and overuse threaten not only ecosystems but also food security, health, and livelihoods. FLOWGEN's outreach must connect these global challenges to the everyday lives of citizens, showing why water justice is inseparable from social justice. By framing the blue economy as an opportunity to balance sustainability, equity, and economic growth, FLOWGEN empowers people to see themselves as stakeholders in water futures. Campaigns can emphasize the immediacy of water issues while also highlighting solutions within reach.

2. Role of youth-led innovation

One of FLOWGEN's most powerful messages is that young people are not simply future leaders, but current innovators. Across Europe, youth are already creating startups, advocacy movements, and social enterprises that address water and climate challenges. By showcasing these stories, FLOWGEN shifts narratives: youth are no longer seen as passive beneficiaries of policy but as co-creators of solutions. This message can be communicated through storytelling campaigns, youth-led advocacy actions, and the visibility of Blue Ventures, ensuring that young innovators are placed center stage in discussions about water governance and the European Green Deal.

3. Added value of FLOWGEN

In a crowded field of sustainability initiatives, FLOWGEN distinguishes itself by offering tangible, transferable outputs. Key among these are its MOOC, stackable microcredentials, youth-led Blue Ventures, and Europe-wide advocacy campaigns. Outreach should consistently highlight how these resources are free, accessible, and open — ensuring they can be used by youth, educators, policymakers, and

organizations long after the project ends. The value is not only in tools but in credibility: FLOWGEN provides recognized, EU-funded resources that strengthen employability, validate youth work, and provide tested methodologies for others to adopt.

4. Impact of Erasmus+ on youth & communities

FLOWGEN is part of the broader Erasmus+ family, and its communications should celebrate this link. Erasmus+ is a proven catalyst for youth empowerment, mobility, and intercultural learning. Outreach can frame FLOWGEN as a case study on how EU investment transforms lives by providing skills, recognition, and opportunities for young people who might otherwise be left behind. Showcasing personal stories of mobility, transnational collaboration, and empowerment will not only strengthen FLOWGEN's visibility but also reinforce trust in Erasmus+ as a driver of change.

5. Skills for the future

The green and blue economies are emerging as critical labour markets, yet there is a persistent skills gap. FLOWGEN directly addresses this gap by equipping youth with practical competences in sustainability leadership, entrepreneurship, and advocacy. Outreach should emphasize the future-proof nature of these skills: they are not only relevant for today's labour market but essential for Europe's transition to a climate-neutral economy. Communicating the value of FLOWGEN's microcredentials to businesses and policymakers is especially crucial, as it highlights employability and validates youth competences in formal and informal learning settings.

6. Inclusivity & empowerment

FLOWGEN is committed to ensuring that marginalized youth are not left out of Europe's sustainability transition. This message is both moral and strategic: addressing climate change requires all voices, especially those most affected. Outreach must highlight inclusivity, not as a side benefit but as a core strength of the project. Showcasing diverse youth voices, providing multilingual content, and ensuring

accessibility are essential. The message is clear: climate justice is inseparable from social justice.

7. Youth–policy connection

Too often, youth perspectives are absent from policymaking on climate and water. FLOWGEN bridges this gap by equipping young people with advocacy tools and creating spaces for dialogue with decision-makers. Outreach should emphasize the added value of youth voices in shaping water governance and climate policy, not only as a democratic imperative but as a source of fresh, innovative perspectives. Policymakers should see FLOWGEN as evidence that engaging youth is both impactful and necessary for achieving EU priorities.

8. Community impact

For messages to resonate, citizens must see tangible benefits. FLOWGEN delivers local change through youth-led Blue Ventures — small-scale but powerful initiatives that address real sustainability challenges in communities. Outreach should show how these ventures improve local environments, empower citizens, and create ripples of change. The message: FLOWGEN is not only about European-level policy, but also about visible, community-based solutions that make a difference in people’s daily lives.

9. Education meets Advocacy

FLOWGEN’s innovation lies in its ability to bridge learning and action. It is not just a training program, but a mobilization effort. Youth acquire knowledge through MOOCs and microcredentials, then apply it through advocacy campaigns and community projects. Outreach can frame this as a unique dual pathway: combining education with real-world impact. This approach inspires participation by demonstrating that learning is not abstract but immediately relevant to tackling urgent water and climate issues.

10. Contribution to EU priorities

Finally, FLOWGEN’s messages must consistently highlight its contribution to key EU priorities: the European Green Deal, the EU Youth Strategy, and the EU Blue Economy

Strategy. By explicitly connecting project outcomes to these agendas, FLOWGEN positions itself as a policy-relevant initiative that adds value at the European scale. This message strengthens advocacy efforts, ensures relevance for policymakers, and demonstrates that youth-led innovation is an integral part of Europe’s sustainability transition.

	Youth (18–30)	Youth workers & educators	Youth organizations & NGOs	Policymakers (Local, National, EU)	Businesses & industry stakeholders	Environmental & civic organizations	Wider public / EU citizens
Why the Blue Economy & Water Justice matter							
Role of youth-led innovation							
Added value of FLOWGEN							
Impact of Erasmus+ on youth & communities							
Skills for the future							
Inclusivity & Empowerment							
Youth–policy connection							
Community impact							
Education meets Advocacy							
Contribution to EU priorities							

Table 1: Key message map

The Key Message Map illustrates how FLOWGEN tailors its outreach to different audiences by aligning them with the communication themes most relevant to their roles, needs, and influence. Each audience engages with a distinct combination of messages drawn from the project’s ten core themes — from the urgency of water justice and the role of youth-led innovation, to the value of FLOWGEN’s resources and its contribution to EU priorities.

Not every theme is relevant to every group. Youth are primarily addressed through messages that link sustainability challenges to their everyday realities, highlight their role as innovators, and emphasize pathways to skills, recognition, and community-level change. Youth workers and educators are engaged through messages that underline FLOWGEN's added value as a professional resource, its role in strengthening inclusivity, and its dual focus on education and advocacy. Youth organizations and NGOs connect most strongly with messages on inclusivity, community impact, and alignment with EU-level frameworks, while policymakers respond to youth-policy connections, contributions to EU strategies, and evidence of local impact. Businesses and industry stakeholders focus on the project's role in equipping young people with future-proof skills, offering credible microcredentials, and linking youth innovation to the EU's green transition. Environmental and civic organizations resonate with shared goals in water justice, youth advocacy, and visible local outcomes, while the wider public is engaged through clear narratives that make water issues relatable, highlight youth leadership, and emphasize inclusion.

This targeted approach ensures that FLOWGEN's outreach is not generic but strategically differentiated, amplifying engagement across all levels of society and reinforcing the central role of youth-led innovation in advancing Europe's water and climate future.

2.4 Tailoring messages to audience needs

Effective outreach requires more than well-crafted messages; it demands alignment between themes and the specific concerns, motivations, and influence of each audience. FLOWGEN's communication approach is designed to ensure that messages are not broadcast generically but instead resonate with what matters most to each group. By linking the project's ten core themes to the realities of youth, educators, organizations, policymakers, businesses, civic actors, and citizens, FLOWGEN strengthens its impact and ensures that communication drives both awareness and action.

Youth (18–30)
Why the Blue Economy & Water Justice matter → Connects global water challenges to young people's everyday lives and futures
Role of Youth-led innovation → Positions peers as active changemakers and role models
Impact of Erasmus+ on youth & communities → Highlights opportunities for mobility, recognition, and empowerment
Skills for the Future → Demonstrates pathways into green and blue jobs through MOOCs and microcredentials
Community impact → Shows how youth participation drives local improvements in sustainability
Youth workers & educators
Added value of FLOWGEN → Provides practical resources to strengthen youth work and professional development
Skills for the Future → Equips them with tools to prepare young people for emerging labour markets
Inclusivity & Empowerment → Supports efforts to engage marginalized groups in climate and water education
Education meets Advocacy → Links learning methods to real-world environmental and social action
Contribution to EU priorities → Elevates the role of youth work within broader European sustainability strategies
Youth organizations & NGOs
Inclusivity & Empowerment → Reinforces their mission to reach vulnerable groups
Community impact → Demonstrates how Blue Ventures generate scalable local solutions
Contribution to EU priorities → Validates their work by connecting grassroots action with European frameworks
Policymakers (Local, National, EU)
Youth–policy connection → Shows the value of integrating youth voices into governance
Contribution to EU priorities → Aligns FLOWGEN with the Green Deal, Youth Strategy, and Blue Economy Strategy
Community impact → Provides evidence of practical, youth-driven solutions at the local level
Businesses & industry stakeholders
Skills for the Future → Frames youth as a pipeline of talent for the green and blue economies

Added value of FLOWGEN → Demonstrates how microcredentials validate and benchmark skills
Contribution to EU priorities → Connects business interests to Europe's sustainability transition
Environmental & civic organizations
Why the Blue Economy & Water Justice matter → Reinforces common goals around sustainability and equity
Role of Youth-led innovation → Amplifies youth contributions to advocacy efforts
Community impact → Shows how youth-led initiatives complement and strengthen NGO activities
Wider public / EU citizens
Why the Blue Economy & Water Justice matter → Links water challenges to issues affecting daily life
Role of Youth-led innovation → Inspires citizens through stories of young leaders driving change
Inclusivity & Empowerment → Underscores how diverse youth communities are shaping Europe's future

Table 2: Tailored message to each audience

2.5 Youthpass

Special mention should be made to a key overarching message targeted to youth, which involves promoting the [Youthpass](#) tool and its value is an integral part of FLOWGEN's outreach and capacity-building strategy. As a recognition instrument of the Erasmus+ programme, Youthpass reinforces FLOWGEN's mission to empower young people through validated learning experiences in sustainability, innovation, and water justice.

FLOWGEN integrates Youthpass communication across all its dissemination channels to ensure that participants and stakeholders clearly understand its purpose and benefits. The project's website includes a dedicated section explaining what Youthpass is, how it supports lifelong learning, and how participants can obtain it after completing FLOWGEN activities such as the MOOC, Blue Ventures, or transnational

trainings.

WELCOME TO YOUTHPASS

Recognition tool for non-formal & informal
learning in youth projects

Erasmus+



Figure 1: Still from the Youthpass website. Source: Youthpass website.

Youthpass is regularly promoted through social media campaigns featuring testimonials, infographics, and short videos that highlight its role in improving employability and recognizing non-formal learning. Materials provide direct links to Youthpass resources and guidance on how to claim certificates, helping participants turn their FLOWGEN experience into a tangible qualification for future studies or careers.

During in-person workshops and multiplier events, facilitators introduce Youthpass as a tool that translates skills gained through FLOWGEN into formal recognition within the European framework. By embedding Youthpass communication into all outreach activities, FLOWGEN ensures that every participant not only benefits from the experience but also understands how to showcase their learning, strengthening their confidence, visibility, and professional pathways in the blue and green economies. All partners must issue the relevant Youthpass to their local participants.

3. Branding & visual identity

3.1 FLOWGEN logo & color palette

The FLOWGEN logo captures the project's essence of collaboration, movement, and transformation. The four helixes represent the four partner organizations united in a shared mission to empower youth for a sustainable blue economy. The circular motion

of the design evokes the rhythm of water and waves — a direct reference to FLOWGEN’s focus on water justice, marine sustainability, and the blue economy.



Figure 2: Official logo of the FLOWGEN project

The FLOWGEN colour palette draws inspiration from water, nature, and transformation — the three pillars of the project’s identity. Shades of deep blue represent the ocean and depth of knowledge, conveying trust, stability, and the flow of ideas. Sky blue symbolizes openness, youth, and innovation, reflecting the energy and creativity of young changemakers. Complementary sand and gold tones reference the shores and ecosystems that connect land and sea, emphasizing balance between nature and human activity. Together, these colours create a harmonious visual identity that feels both modern and organic — professional enough for policy engagement yet vibrant enough to inspire youth participation.

	
Colour	RGB values
White	255, 255, 255
Light Grey	192, 192, 192
Medium Gray	128, 128, 128
Navy Blue	15, 18, 61
Deep Blue	25, 30, 120
Sky Blue	85, 125, 245
Soft Yellow	235, 225, 135
Sea Green	175, 205, 165
Olive Green	170, 160, 90

Table 3: Color palette

3.2 Visibility and acknowledgment of Erasmus+ co-financing

Ensuring clear and consistent visibility of Erasmus+ co-financing is a shared responsibility of all FLOWGEN partners. It reflects transparency, acknowledges the support of the European Union, and guarantees compliance with Erasmus+ grant requirements.

All project outputs — whether printed, digital, audiovisual, or online — must display the official Erasmus+ co-financing logo and include the mandatory disclaimer text.

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the National Agency. Neither the European Union nor the granting authority can be held responsible for them.”

LATRA, has provided partners with the official logo files and the approved disclaimer, along with detailed instructions on placement to ensure alignment with the European Commission’s visual identity guidelines.



Figure 3: The Co-funded by the European Union emblem, used to acknowledge EU support for the FLOWGEN project. Source: European Union

The Erasmus+ logo must always appear in a prominent and legible position on all materials, such as the front cover of printed publications or the header/footer of digital platforms. It must remain unaltered in colour, proportion, and design. The accompanying acknowledgment text must read: “Co-funded by the European Union”.

On multilingual outputs, this text must be translated into all relevant languages. For audiovisual content such as videos or presentations, both the logo and acknowledgment should appear in the opening or closing frames and, where relevant, be referenced verbally.

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the National Agency. Neither the European Union nor the granting authority can be held responsible for them.



LATRA is responsible for ensuring the correct application of the Erasmus+ visual guidelines across all central FLOWGEN communication materials, while each partner applies the same standards to their local dissemination outputs. This includes materials produced by subcontractors or third parties. Any inconsistencies identified will be promptly corrected to maintain full compliance with EU communication and visibility standards.

Through this unified approach, FLOWGEN ensures that every output — from online content to printed reports — visibly recognizes the contribution of Erasmus+, reinforcing the project's European identity and accountability.

3.3 Templates

To ensure professional, coherent, and recognizable communication across all project activities, FLOWGEN partners will use a common set of branded templates. LATRA, as the lead partner for the Outreach Strategy, has developed these resources to guarantee visual consistency and compliance with European Commission visibility requirements. The set includes a PowerPoint presentation template for meetings, trainings, and public events, as well as a Word reporting template for project deliverables, policy briefs, and dissemination documents. Each template incorporates the FLOWGEN logo, the mandatory EU funding logo, and the official disclaimer text. The standardized design not only strengthens FLOWGEN's identity but also makes it immediately recognizable as part of the Erasmus+ programme, while reducing workload for partners when preparing communication materials.

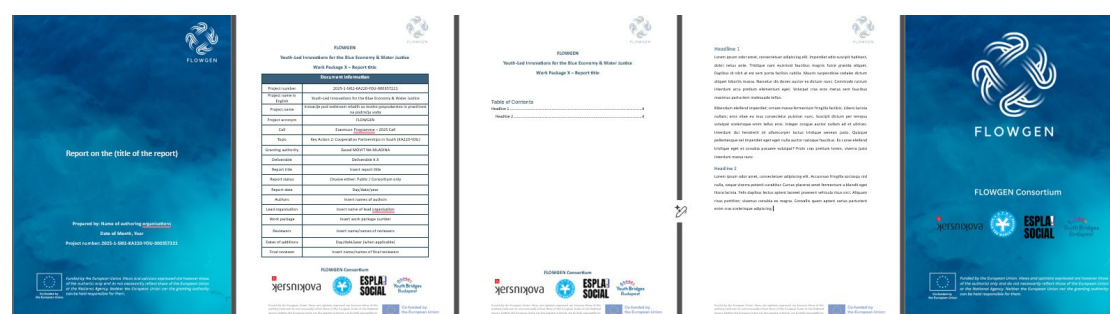


Figure 4: Deliverable report template

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the European Union



Figure 5: PowerPoint template

3.4 Partner logos

In addition to the FLOWGEN and EU funding logos, all communication materials will also feature the logos of the four partner organizations. Their inclusion ensures full visibility of the consortium and recognizes each partner's contribution to the project. LATRA has provided partners with the correct high-resolution files in multiple formats for consistent use across print and digital media. Partners have also been briefed so that all logos appear harmonized and in line with Erasmus+ visibility standards. This shared branding approach not only strengthens recognition of FLOWGEN but also reinforces the project's identity as a collaborative European initiative.

3.5 Licensing of FLOWGEN outputs

In addition to the FLOWGEN In alignment with the principles of transparency, accessibility, and knowledge sharing promoted by the Erasmus+ programme and the European Commission, all FLOWGEN outputs are made available under open licensing terms. This ensures that the project's results — including educational materials, reports, templates, toolkits, visual assets, and other communication resources — can be freely accessed, used, and adapted by individuals and organizations across Europe and beyond.

All FLOWGEN deliverables and materials are distributed free of charge through the project website and relevant open repositories. This open-access approach reflects the project's commitment to inclusivity and its aim to maximize the societal and educational impact of its results. No user will be charged, and no subscription or paywall will restrict access to FLOWGEN's public resources.

Unless otherwise specified, all FLOWGEN outputs are released under the **Creative Commons Attribution – NonCommercial – ShareAlike 4.0 International (CC BY-NC-SA 4.0)** license. This license allows users to:

- Share — copy and redistribute the material in any medium or format;
- Adapt — remix, transform, and build upon the material;

As a good practice we anticipate users of FLOWGEN’s materials to make use of the following code of conduct:

- Attribution: Users must give appropriate credit to the FLOWGEN project, the Erasmus+ Programme, and the European Union, provide a link to the license, and indicate if changes were made.
- Non-commercial use: The material may not be used for commercial purposes.
- Share alike: If users remix, transform, or build upon the material, they must distribute their contributions under the same license as the original.

This licensing policy fully complies with Erasmus+ Programme Guide requirements and the European Commission’s Open Access to Educational Resources (OER) principles. It ensures that FLOWGEN’s outputs remain publicly available beyond the project’s lifetime, enabling other EU-funded initiatives, educators, and youth organizations to reuse, adapt, and further develop the materials.

In cases where FLOWGEN materials include third-party content (such as photographs, datasets, or graphics) that cannot be covered under the same license, this will be clearly indicated within the material itself, specifying the applicable rights and permissions. Partners are responsible for ensuring that all materials they produce respect copyright law and data protection regulations.

When reusing or referencing FLOWGEN materials, the following acknowledgment must appear:

“This material was produced under the FLOWGEN – Youth-Led Innovations for the Blue Economy & Water Justice project (Project No. 2025-1-SI02-KA220-YOU-000357221), funded by the European Union. Licensed under CC BY-NC-SA 4.0.”

Through this open-licensing framework, FLOWGEN ensures that the knowledge, tools, and methodologies developed within the project remain accessible, adaptable, and sustainable — empowering youth, educators, and stakeholders to continue advancing water justice and the blue economy across Europe.

4. Communication channels & tools

4.1 Project website

The FLOWGEN project website (www.flowgen.info) serves as the central hub for all communication, dissemination, and engagement activities. Designed and managed by LATRA, the website ensures a clear, accessible, and visually engaging presentation of the project’s goals, partners, and results. It reflects FLOWGEN’s identity as a youth-led initiative for water justice and blue economy innovation, providing both information and inspiration to diverse audiences across Europe.

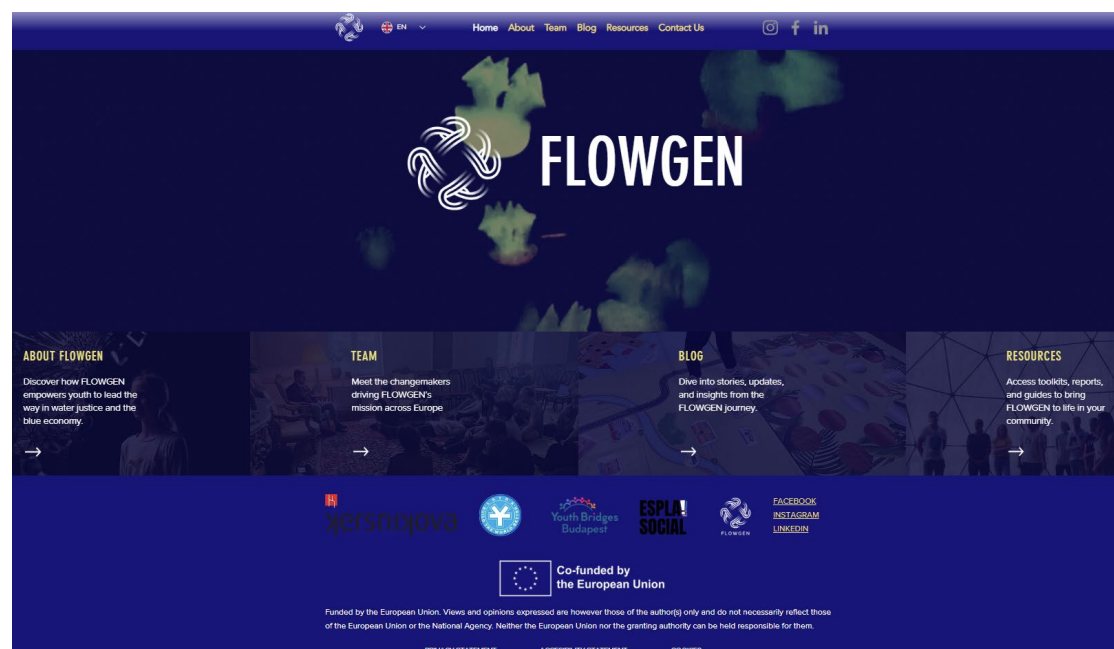


Figure 6: Still from the FLOWGEN website showing the homepage layout and main sections

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The site structure is built around several key sections. “About” introduces FLOWGEN’s objectives, methodology, while the “Team” section introduces the partners in the consortium. “Resources” hosts access to all the outputs of the project, while the “Blog” section features monthly updates and newsletters. A “Calendar” section features all upcoming events, while an Erasmus+ visibility banner ensures proper acknowledgment of EU co-financing and includes logos and disclaimers.

The website incorporates features for multilingual navigation (English, Slovenian, Hungarian, Spanish, and Greek), and LATRA has integrated analytics tools to track visits, downloads, and engagement. To foster interactivity, the site links to FLOWGEN’s social media feeds and hosts forms for newsletter subscriptions. Updated monthly, the website functions not only as a digital archive but as a living platform for exchange — showcasing the energy of youth innovation, the impact of European collaboration, and the practical outcomes of blue economy learning.

To ensure transparency, trust, and accessibility, the FLOWGEN website includes clear policies on privacy, accessibility, and the use of cookies. These policies outline how data is handled, how the site remains inclusive for all users, and how visitors can manage their digital preferences in line with EU regulations. The policies can be reviewed in detail on the project website.

Privacy statement: The FLOWGEN website features a comprehensive Privacy Statement², ensuring transparency in how personal data is collected, used, and safeguarded. In line with GDPR and EU data protection standards, the policy explains the types of data processed (e.g., contact details, analytics, audiovisual materials), the legal bases for processing, and the rights of users, including access, erasure, and objection. By clearly identifying LATRA as the lead Data Controller and outlining joint responsibilities of consortium partners, FLOWGEN ensures full compliance, trust, and accountability in managing stakeholder information.

² FLOWGEN’s policy statement: <https://www.flowgen.info/privacy-statement>

Accessibility statement³: FLOWGEN is committed to making its website and digital resources accessible to all users, including those with disabilities. In line with the EU Web Accessibility Directive⁴ and Web Content Accessibility Guidelines (WCAG) 2.1 Level AAA standards⁵, accessibility measures are embedded in design, testing, and content creation. The statement confirms compliance, invites feedback from users, and provides contact details for accessibility support or alternative formats. This reflects FLOWGEN's values of inclusivity and equal access, ensuring that digital barriers do not prevent participation or engagement with the project.

Cookie policy: The Cookie policy⁶ on the FLOWGEN website explains the use of cookies for functionality, analytics, and third-party integrations such as YouTube and social media platforms. It distinguishes between necessary cookies (which do not require consent) and optional cookies (which activate only with user approval). Visitors are informed about the purpose of each type, how consent is managed, and how cookies can be disabled or preferences changed. By offering transparency and control, FLOWGEN ensures users understand how their data is collected and enhances trust in the project's digital practices.

4.2 Social media

Social media plays a pivotal role in FLOWGEN's outreach strategy, allowing the project to connect dynamically with its target audiences — especially young people, educators, and sustainability networks. Managed centrally by LATRA and supported by partners at the national level, FLOWGEN's presence across Facebook, Instagram, and LinkedIn ensures that communication remains both professional and youth-centred.

³ FLOWGEN's accessibility statement: <https://www.flowgen.info/accessibility-statement>

⁴ EU Web Accessibility Directive: <https://digital-strategy.ec.europa.eu/en/policies/web-accessibility>

⁵ Web Content Accessibility Guidelines (WCAG) 2.1: <https://www.w3.org/TR/WCAG21/>

⁶ FLOWGEN's cookie policy: <https://www.flowgen.info/cookies>

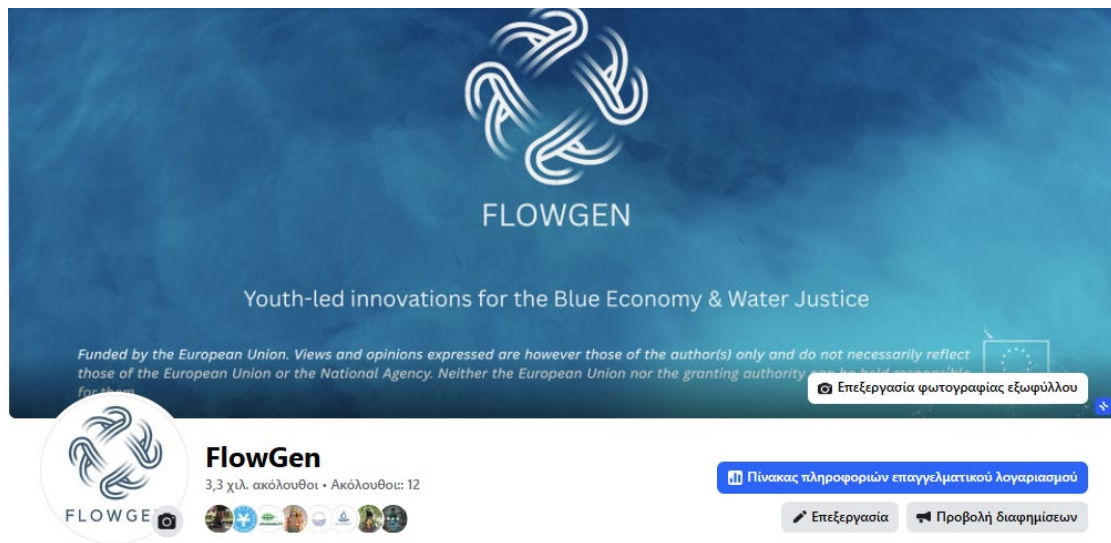


Figure 7: Screenshot of the FLOWGEN project's official Facebook page

Each platform serves a distinct purpose. Instagram⁷ is used to reach younger audiences through visually appealing content — short videos, infographics, and personal stories from participants. Facebook⁸ acts as a bridge between youth and institutional audiences, providing regular project updates, event promotion, and campaign calls-to-action. LinkedIn⁹ targets professionals, policymakers, and organizations, highlighting FLOWGEN's contribution to skills development, blue economy innovation, and EU policy priorities.

Content follows a digital-first approach rooted in storytelling. Posts feature youth-led Blue Ventures, extracts from the MOOC, project milestones, and coverage of transnational activities like the Blue Residency.

Engagement metrics such as reach, impressions, and follower growth are monitored monthly using analytics tools, allowing for agile adjustments to content strategy. FLOWGEN's digital outreach will use a focused hashtag strategy to build a unified online identity across Europe. Core tags such as #FLOWGEN, #BlueAgenda, and #BlueEconomy connect the project to EU sustainability and ocean policies, while

⁷ FLOWGEN's Instagram account: https://www.instagram.com/flowgen_project/

⁸ FLOWGEN's Facebook account: <https://www.facebook.com/flowgen25>

⁹ FLOWGEN's LinkedIn profile: <https://www.linkedin.com/company/flowgenproject>

#WaterJustice, #YouthInnovation, and #FutureSkills highlight youth leadership and learning. Broader tags like #ClimateAction and #ErasmusPlus link FLOWGEN to global and European movements. Country-specific hashtags — #Slovenia, #Greece, #Spain, #Hungary — ensure local visibility and national engagement within the shared European framework.

*#FLOWGEN #BlueAgenda #BlueEconomy #WaterJustice #YouthInnovation
#FutureSkills #ClimateAction #ErasmusPlus #Erasmus #MOVIT #Slovenia #Greece
#Spain #Hungary*

Table 4: Project hashtags

4.3 Newsletters

FLOWGEN’s newsletters form a key part of its ongoing engagement and dissemination strategy, ensuring that updates reach stakeholders consistently throughout the project’s duration. Curated and distributed by LATRA via the project website and email, newsletters serve both as a communication bridge among partners and as a visibility channel for external audiences. The target audience includes youth and youth workers, educational organizations, policy actors, media, and the broader Erasmus+ community. Each issue provides concise, visually appealing content that highlights major achievements, upcoming events, and opportunities for participation. Features include project milestones (such as MOOC launches or Blue Residencies), partner interviews, youth spotlights, and summaries of national outreach activities. The newsletter format aligns with the FLOWGEN visual identity — clean, accessible, and visually engaging, with clear sections and direct links to the project website and social media pages. LATRA coordinates content creation with partners, who contribute local updates, success stories, and media highlights. Mailing lists are managed in accordance with GDPR regulations, ensuring that all recipients have opted in for communication. Analytics on open rates, click-through rates, and geographic reach are reviewed to improve engagement over time. FLOWGEN newsletters go beyond reporting progress — they tell a story of youth empowerment, innovation, and

European cooperation. By maintaining consistent, accessible communication, they strengthen the project's identity, reinforce Erasmus+ visibility, and ensure FLOWGEN's results reach a growing, engaged audience across Europe.

4.4 Partner networks & cross-project synergies

FLOWGEN's outreach strategy leverages the collective networks of its four partner organizations to ensure wide dissemination and long-term impact. Each partner brings established connections to youth organizations, cultural institutions, educational bodies, NGOs, and public agencies, creating a rich ecosystem for knowledge exchange and collaboration. Through these networks, partners share FLOWGEN's resources with relevant local and European audiences. They promote FLOWGEN in external events such as youth conferences, green entrepreneurship fairs, and EU forums, ensuring that the project's results reach beyond the consortium. LATRA supports this process by providing shared materials and coordinating joint participation in European-level initiatives linked to the European Green Deal and the Blue Economy. Cross-project collaboration is another strategic element of FLOWGEN's outreach. Partners actively seek synergies with other Erasmus+, Horizon Europe, and Creative Europe (etc.) projects that focus on youth empowerment, climate action, or digital learning. These exchanges may include joint campaigns, knowledge-sharing webinars, or co-authored articles, amplifying visibility while contributing to policy-level dialogue.

4.5 Language strategy

FLOWGEN's communication and outreach activities adopt a multilingual approach to ensure accessibility, inclusivity, and resonance with diverse audiences across Europe. While English serves as the primary working and dissemination language for cross-border activities, when relevant materials are also made available in the four partner languages — Slovenian (SL), Hungarian (HU), Spanish (ES), and Greek (GR). The website is offered in all partner languages.

Each partner is responsible for translating and localizing project content within their national context, ensuring that the language used is culturally sensitive and relevant. Beyond literal translation, emphasis is placed on adapting tone and terminology so that messages resonate with the values, identities, and experiences of local audiences.

Social media campaigns, newsletters, and multiplier events are designed to be bilingual where possible, combining English with local languages to maximize reach. This approach reflects FLOWGEN's core principle of inclusivity, ensuring that young people across Europe can fully engage with the project and contribute to its outcomes regardless of linguistic background.

4.6 Green and cost-effective measures in outreach

FLOWGEN's outreach strategy is firmly grounded in the principles of environmental responsibility and financial efficiency, reflecting the project's broader commitment to the European Green Deal and sustainable practice. All communication and dissemination activities are designed to minimize environmental impact while ensuring the widest possible reach and long-term visibility. These measures are not only about reducing the project's carbon footprint but also about modeling sustainable behavior for the youth and organizations involved.

Digital-first communication: A key sustainability measure in FLOWGEN's outreach plan is its digital-first approach. The project prioritizes digital channels — including the website, social media platforms, newsletters, and online campaigns — over printed materials. This significantly reduces paper use, printing, and transport-related emissions. All official project outputs, such as reports, training materials, and toolkits, are made available as digital resources to ensure accessibility and reuse without the need for physical distribution. When printed materials are required, such as at local multiplier events, partners commit to using eco-certified paper, minimal ink coverage, and recycled or recyclable packaging.

Shared tools and centralized design: By adopting shared templates and a centralized media repository, FLOWGEN minimizes duplication of design and production efforts across partners. LATRA provides all partners with standardized templates for presentations, reports, and promotional materials, ensuring consistency and reducing the need for repeated design processes. This collaborative approach not only saves costs but also cuts down on unnecessary resource consumption associated with multiple file versions and redesigns. The central repository also hosts approved visuals, logos, and social media graphics, allowing partners to localize materials efficiently without commissioning new designs.

Environmentally conscious events: Multiplier events and physical meetings are organized following eco-event principles. Partners are encouraged to select venues that are accessible by public transport, offer waste sorting facilities, and prioritize local suppliers for catering. Event materials are limited to reusable signage, digital name tags, and online registration systems to eliminate single-use plastics and printed handouts. Where possible, hybrid or fully virtual meetings are preferred, enabling broader participation while reducing travel-related emissions. For in-person gatherings, partners adopt a “train over plane” policy whenever feasible and offset remaining travel emissions through local reforestation or sustainability programs.

5. Roles & responsibilities

The effectiveness of FLOWGEN’s outreach and visibility strategy depends on the coordinated efforts of all project partners. Each organization plays a clearly defined role in ensuring that communication, dissemination, and engagement activities are strategic, coherent, and aligned with Erasmus+ visibility requirements. This section sets out the specific responsibilities of the lead partner (LATRA), and the roles of the partner organizations in local outreach, including communication, dissemination and exploitation.

5.1 Lead partner for outreach and communication (LATRA)

As the lead partner for outreach, communication, and dissemination, LATRA ensures that all project outputs are coherent, compliant with Erasmus+ visibility requirements, and aligned with FLOWGEN's mission to empower young people as leaders in water justice and the blue economy. Acting as both strategic coordinator and operational implementer, LATRA provides the consortium with unified tools, templates, and messaging frameworks to ensure that communication remains consistent, impactful, and aligned with EU policy priorities such as the European Green Deal, the EU Youth Strategy, and the EU Blue Economy Strategy.

Strategic communication coordination: LATRA leads the design and implementation of the FLOWGEN Outreach Strategy, ensuring all communication actions reinforce the project's objectives and impact. It defines the project's message architecture, ensures consistency across platforms, and coordinates timelines with the project coordinator and work package leaders. LATRA also monitors adherence to Erasmus+ visibility and communication standards, guaranteeing transparency, EU acknowledgment, and policy alignment.

Visual identity: LATRA oversees the development and consistent application of FLOWGEN's visual identity, which reflects the project's values of innovation, sustainability, and inclusivity. It has distributed the complete logo package (FLOWGEN, Erasmus+, and partner logos) and standardized templates for presentations, reports, and digital content. LATRA provides continuous support to partners, reviewing outputs to ensure alignment with Erasmus+ guidelines and maintaining a professional, recognizable image for the project.

Website design and maintenance: LATRA manages the FLOWGEN project website. LATRA ensures full compliance with GDPR, accessibility standards (WCAG 2.1 AAA), and Erasmus+ visibility rules. It also oversees hosting, maintenance, and integration

with FLOWGEN's social media channels, using analytics to monitor engagement and report findings to partners on a quarterly basis.

Social media and digital campaigns: LATRA coordinates FLOWGEN's social media strategy, managing the official project accounts on Facebook, Instagram, and LinkedIn. It develops creative content and campaign materials that highlight key milestones while amplifying youth stories and advocacy actions. LATRA provides partners with adaptable materials to localize content for their own audiences, ensuring language and cultural relevance. Regular monitoring of analytics helps optimize campaign performance, ensuring FLOWGEN's online presence remains dynamic, inclusive, and aligned with youth communication trends.

Quality assurance and monitoring: LATRA oversees the monitoring and evaluation of FLOWGEN's communication performance, using Key Performance Indicators (KPIs) to track visibility, engagement, and reach. Metrics include website analytics, social media interactions, and media coverage, complemented by six-month partner reports detailing national outreach actions. LATRA consolidates this data to assess effectiveness, identify improvements, and ensure transparency and accountability across all communication activities. Continuous evaluation guarantees that FLOWGEN's outreach remains evidence-based, responsive, and strategically aligned with project objectives and Erasmus+ standards.

Coordination and partner support: Beyond its coordination role, LATRA provides ongoing support and capacity building to all partners to ensure effective implementation of communication activities at the local level. It organizes partner trainings to align messaging and timelines, shares resources through a centralized drive, and offers one-on-one guidance on branding, design, and media engagement. LATRA reviews materials for compliance with Erasmus+ visibility rules and FLOWGEN's visual identity guidelines, ensuring all communication outputs present a cohesive and

professional image. Through this collaborative approach, LATRA empowers each partner to contribute actively and confidently to FLOWGEN's outreach success.

5.2 Partner responsibilities

This guide is for everyone involved in communicating FLOWGEN: While LATRA coordinates the overarching communication and dissemination framework, each partner organization plays a vital role in local-level implementation of FLOWGEN's outreach activities. This decentralized approach ensures that project messages are tailored to the cultural, linguistic, and social contexts of each partner country — maximizing reach, inclusivity, and impact across Europe.

Each partner is responsible for promoting FLOWGEN within their national ecosystems, mobilizing local youth communities, and amplifying the project's visibility through diverse communication channels. Their efforts collectively ensure that FLOWGEN's values of sustainability, youth empowerment, and water justice are embedded in both local and European dialogues. The following are the core responsibilities of all project partners:

Local communication & dissemination: Partners will actively communicate and disseminate FLOWGEN activities and outputs through their own established channels, including websites, newsletters, social media platforms, and mailing lists. Each organization will integrate FLOWGEN content into its regular communication flow to maintain consistent visibility and audience engagement.

Translation & localization: Each partner will translate and adapt communication materials — including press releases, web content, social media posts, and promotional materials — into their local language. Beyond literal translation, partners are expected to contextualize messages so that they resonate with their target groups and reflect local perspectives on water, climate, and sustainability.

Highlighting the Erasmus+ dimension & Youthpass: Partners will emphasize FLOWGEN's identity as an Erasmus+ co-funded project, reinforcing its alignment with the EU's youth empowerment and learning objectives. This includes communicating the role of Youthpass as a recognition tool for participants, showcasing how FLOWGEN contributes to developing future-ready skills and validating non-formal learning. Partners are responsible for issuing the Youthpass to their local participants.

Social media amplification: Partners will share and adapt central FLOWGEN content for local audiences. This includes translating official posts, creating culturally relevant visuals, and tagging both FLOWGEN and Erasmus+ in posts to expand the project's reach. Each partner is encouraged to feature local stories, youth voices, and community success examples.

Reporting & evaluation: To maintain consistent monitoring of communication impact, each partner will submit a biannual outreach report to LATRA. The report should summarize key activities, events, media mentions, and engagement metrics from social media and newsletters. LATRA will compile these into a consolidated communication progress report for the consortium and Erasmus+ monitoring.

Network mobilization: Partners will use their institutional and professional networks — including youth centers, schools, cultural institutions, and NGOs — to promote FLOWGEN's outputs and ensure their uptake in different sectors. Collaboration with national youth councils and education associations will further amplify dissemination.

Event promotion & representation: Partners will promote FLOWGEN at national and regional events, including those organized by themselves or external stakeholders. This includes conferences, workshops, fairs, and cultural gatherings where youth, educators, or policymakers are present. Visibility materials such as banners, flyers, and presentations should consistently feature the FLOWGEN and Erasmus+ branding.

Multiplier events & National activities: Partners are responsible for organizing national multiplier events at certain stages of the project to showcase results and engage stakeholders. These events serve as platforms to present the MOOC, Blue Ventures, microcredentials, and advocacy campaigns to local audiences, ensuring that FLOWGEN's outputs achieve both immediate and long-term impact.

Stakeholder engagement: Partners will actively liaise with local stakeholders, including policymakers, youth councils, NGOs, schools, VET institutions, and environmental organizations, to promote FLOWGEN's tools and resources as instruments for green entrepreneurship and water justice. This ensures a strong connection between the project and existing national strategies for sustainability and youth development.

Media visibility: Each partner will cultivate relationships with national and local media outlets — such as youth magazines, radio, television, and digital platforms — to increase FLOWGEN's visibility. Press releases, interviews, and feature articles should highlight project milestones, events, and the broader impact of youth-led innovation in the blue economy.

5.3 Coordination of outreach between partners

This guide is for everyone involved in communicating FLOWGEN: As a transnational partnership involving four organizations across Europe, communication must be structured, transparent, and collaborative. To ensure coherence and consistency, all partners work within a shared outreach framework led by LATRA, which integrates both centralized coordination and localized implementation.

A central digital repository (hosted on [Nextcloud](#)) serves as the main hub for communication materials, templates, logos, reports, and visual assets. This repository ensures that all partners have real-time access to the latest resources, minimizing duplication and promoting uniform branding. Updates on materials are uploaded and clearly labeled by LATRA, while partners contribute localized adaptations and translations as needed.

Outreach-focused meetings form another core element of FLOWGEN’s outreach management. Led by LATRA, these allow partners to review outreach progress, share analytics insights, and coordinate upcoming communication milestones — such as social media campaigns, multiplier events, and advocacy activities. These are complemented by reports where each partner submits updates on local outreach actions, media coverage, and engagement statistics.

To encourage collaboration and innovation, partners are invited to propose new communication ideas or cross-country initiatives during coordination meetings. Any shared outreach initiatives (such as joint videos, articles, or social campaigns) are reviewed collectively to ensure alignment with the FLOWGEN message architecture and Erasmus+ visibility requirements.

This structured yet flexible coordination model ensures that FLOWGEN’s outreach remains cohesive across Europe — harmonizing a shared message while allowing each partner to adapt communication for their national audiences, languages, and cultural contexts.

5.4 Crisis communication

While FLOWGEN’s outreach emphasizes transparency, collaboration, and positive engagement, the consortium recognizes the importance of being prepared to respond effectively in case of misinformation, reputational risk, or public misunderstanding. Proactive and coordinated crisis communication ensures that the project maintains public trust, protects its reputation, and upholds the integrity of Erasmus+ and the European Union.

LATRA, as the lead partner for Outreach and Communication, will coordinate all crisis communication procedures in close collaboration with the project coordinator and partner organizations. In any situation that could potentially harm the project’s credibility — such as the circulation of inaccurate information, negative media

coverage, or controversy affecting project activities or partners — LATRA will act as the central communication point.

The response protocol follows a clear, step-by-step approach. Upon identification of a potential issue, the partner involved must immediately inform LATRA and the project coordinator, providing a concise factual summary of the situation, including source, scope, and potential impact. LATRA will assess the situation in consultation with the coordinator and determine the appropriate level of response — whether clarification, correction, or formal public statement.

If a public response is required, LATRA will draft a unified message in collaboration with the affected partner and seek approval from the project coordinator before dissemination. This message will be concise, factual, and empathetic, addressing the issue without escalating tension. Once approved, it will be released simultaneously across all official FLOWGEN channels — including the website, social media platforms, and partner communication networks — to ensure message consistency.

Partners are expected to refrain from issuing independent statements related to the incident and instead direct all inquiries to LATRA and the project coordinator. This unified approach minimizes confusion, ensures coherence, and reinforces FLOWGEN's collective accountability.

Post-crisis, LATRA will conduct a short debriefing with all partners to analyze the incident, document lessons learned, and update preventive measures if necessary. This reflective process helps strengthen the project's resilience and transparency, ensuring that future communication remains credible, responsible, and aligned with EU values.

6. Monitoring & evaluation

Continuous monitoring and evaluation are essential to ensure that FLOWGEN's outreach and communication activities are effective, data-driven, and aligned with the project's overall objectives. A robust evaluation framework enables the consortium to measure visibility, engagement, and impact while providing actionable insights to refine strategies over time. LATRA, as the lead partner for outreach, coordinates the collection, analysis, and reporting of communication data across all platforms and partners.

6.1 Key Performance Indicators connected to outreach

To ensure accountability, effectiveness, and long-term impact, FLOWGEN's outreach performance will be continuously monitored through a structured set of quantitative and qualitative Key Performance Indicators (KPIs). These indicators reflect the project's communication objectives across four main domains: digital infrastructure, youth engagement, events and stakeholder outreach, and quality and impact. Together, they form a comprehensive framework for assessing both reach and relevance.

The digital infrastructure KPIs measure the visibility and accessibility of FLOWGEN's online ecosystem — including the website, social media platforms, and newsletters. These metrics track web traffic, social engagement, and content dissemination, ensuring that the project maintains a strong, active digital presence throughout its lifecycle.

Youth engagement KPIs are central to evaluating FLOWGEN's success in mobilizing young people across Europe. They capture not only the number of youth directly participating in the digital campaign but also the inclusivity of participation.

The events and stakeholder engagement KPIs assess the depth and breadth of FLOWGEN's collaboration with policymakers, educators, NGOs, and businesses. These

indicators measure participation in the four national multiplier events and the total number of stakeholders engaged throughout the project.

Finally, the quality and impact KPIs go beyond numbers to capture perceptions, learning outcomes, and long-term adoption. Surveys, feedback forms, and expert reviews will assess the clarity, usability, and effectiveness of FLOWGEN's materials and outreach activities.

Digital infrastructure	
Indicator (KPI)	Target / Measurement criteria
Number of project websites launched	1
Number of social media channels launched	2 (Facebook, Instagram, LinkedIn)
Number of unique website visitors	1,000+ during project duration
Number of downloads from web resources	50+
Number of newsletters sent	9 total
Number of social media posts published	50+
Number of social media followers	150+ total
Number of social media likes/interactions	100+
Youth engagement	
Indicator (KPI)	Target / Measurement criteria
Number of youth participating in the campaign	20 youth (aged 18–25)
% of youth participants from marginalized groups	50%+ (NEETs, refugees, minorities, etc.)
Number of people reached through the campaign	1,000,000 citizens (EU-wide reach)
Events & Stakeholder engagement	
Indicator (KPI)	Target / Measurement criteria
Number of multiplier events organized	4 events (1 per partner country)
Number of attendees in local multiplier events	80 total (20 per event)
Number of stakeholders contacted	100+ (policymakers, NGOs, educators, businesses)
Quality & Impact (Qualitative KPIs)	
Indicator (KPI)	Target / Measurement criteria
Youth feedback on quality and effectiveness of training	Positive feedback from participants (survey data)

Stakeholder feedback on outreach and policy engagement	Measured via evaluation forms and event feedback
Engagement analytics from the digital campaign	Metrics on reach, impressions, and engagement rates
Participation and feedback from multiplier events	Evaluation of collaboration, policy discussion quality
Quality of learning and advocacy materials	Expert reviews and usability assessments
Testimonials from youth and stakeholders	Evidence of empowerment and increased advocacy capacity
Sustainability and long-term use of project outputs	Adoption of FLOWGEN tools by institutions and networks

Table 5: KPIs connected to outreach

6.2 Monitoring and evaluation of KPIs

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7. Conclusion

The FLOWGEN Outreach Strategy serves as both a roadmap and a living instrument for guiding the project's communication, dissemination, and engagement efforts throughout its lifecycle. It brings together a unified vision and a set of practical tools that enable all partners to communicate effectively, uphold Erasmus+ visibility standards, and amplify the project's message across Europe.

By combining digital innovation, youth-led advocacy, and strong stakeholder collaboration, the strategy ensures that FLOWGEN's impact extends far beyond awareness-raising — fostering active participation, policy influence, and long-term sustainability. The mechanisms outlined for monitoring, evaluation, and adaptive management guarantee that communication remains evidence-based and responsive to emerging needs and opportunities.

Ultimately, this document reaffirms FLOWGEN's commitment to empowering young people as leaders in water justice and the blue economy. Through consistent collaboration, creative storytelling, and strategic visibility, FLOWGEN will not only inform but also inspire — building a lasting legacy of youth-driven environmental action and European cooperation.

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