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**“BASKETBALL AS A TOOL FOR  
SOCIAL EMPOWERMENT -  
BASKETFORALL”**

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101090524

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**PR & Dissemination Guideline**

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## Brief Information About Project & Deliverable:

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|---------------------------------|---|
| <b>Project Name</b>             | Basketball as a Tool for Social Empowerment - BasketforAll  |
| <b>Project Reference Number</b> | 101090524   |
| <b>Project Action</b>           | Erasmus+ Small-Scale Partnership in the field of Sport  |
| <b>Project Duration</b>         | 01.02.2023 – 31.01.2024 (12 Months)   |
| <b>Partnership Consortium</b>   | <u>Coordinator Organization:</u><br>- Basketball Solidarity and Education Foundation – BIDEV (Turkey)<br><u>Partner Organizations:</u><br>- BK Klatovy (Czechia)<br>- SPORTEN KLUB USMIVKA – SCSMILE (Bulgaria) |
| <b>Produced Item</b>            | PR & Dissemination Guideline  |
| <b>Scope of Guide</b>           | National & European Level   |
| <b>Created By</b>               | BK Klatovy  |

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## TABLE OF CONTENT

|   |           |
|---|-----------|
| <b>1. Introduction.....</b>   | <b>4</b>  |
| <b>2. Importance of basketball as a tool for social empowerment.....</b>  | <b>5</b>  |
| <b>2.1. Key Messages and Communication Strategy.....</b>                  | <b>5</b>  |
| <b>2.2. Target audiences and communication channels.....</b>              | <b>6</b>  |
| <b>2.3 Proposed Social Media Campaign.....</b>                            | <b>8</b>  |
| <b>2.4 Visual Identity &amp; Usage of Logo.....</b>                       | <b>8</b>  |
| <b>3. Our Project’s Dissemination Strategy.....</b>                       | <b>14</b> |
| <b>3.1. Suggestions to ensure the Project Activities’ Visibility.....</b> | <b>15</b> |
| <b>4. Media outreach strategy and Tips.....</b>                           | <b>18</b> |
| <b>4.1. Content Creation and Posting Tips.....</b>                        | <b>19</b> |
| <b>4.2. Monitoring and Evaluation of Dissemination Activities.....</b>    | <b>19</b> |



## 1. INTRODUCTION

"Welcome to the PR & Dissemination Guideline for our European project, Basket for All, which aims to explore the potential of basketball as a tool for social empowerment. This project brings together partners from across Europe, particularly from Turkey – Bulgaria and Czechia who are passionate about creating positive change in their communities through sport.

By harnessing the power of basketball, we believe we can promote inclusion, teamwork, and a sense of belonging for people of all ages, genders, and backgrounds. Through this project, we will develop innovative approaches to using basketball as a tool for social empowerment and share our findings with stakeholders across Europe.

This PR & Dissemination Guideline will provide you with the information and tools you need to effectively communicate the goals and outcomes of this project to your stakeholders. We encourage you to use these resources to raise awareness of the project and to engage with your community in meaningful ways.

Thank you for your support in this important work. Together, we can create a more inclusive and empowering society through basketball."



## 2. Importance of Basketball as Tool for Social Empowerment

Basketball is more than just a sport. It has the power to bring people together, inspire teamwork, and promote a sense of belonging and empowerment. Basketball can be used as a tool for social empowerment, helping individuals and communities to overcome challenges, build resilience, and achieve their goals.

Basketball can be used for social empowerment because it is a team sport that promotes cooperation, communication, and mutual respect among its players. By participating in basketball, individuals can develop physical fitness, mental toughness, and a sense of belonging to a community.

Furthermore, basketball can be used as a tool for social change, as it can help promote social inclusion and combat social issues such as racism, discrimination, and social inequality. The sport can bring together individuals from diverse backgrounds and foster a sense of understanding and unity.

Basketball has the potential to break down barriers and promote inclusivity, bringing together people of different ages, genders, ethnicities, and socio-economic backgrounds. By providing opportunities for people to participate in the sport, we can create a safe and welcoming environment where everyone feels valued and supported.

In addition to the physical benefits of playing basketball, such as improved fitness and motor skills, the sport also promotes mental and emotional wellbeing. Playing basketball can help individuals build confidence, self-esteem, and resilience, as well as develop important life skills such as communication, teamwork, and leadership.

Basketball can be particularly effective as a tool for social empowerment among young people, who may face a range of social, economic, and personal challenges. By engaging young people in basketball and providing them with positive role models, we can help them to develop the skills and mindset they need to succeed in life.

Overall, basketball has the potential to create positive change in communities across Europe and beyond, by promoting social inclusion, empowerment, and resilience. This project aims to harness the power of basketball as a tool for social empowerment, and we hope to inspire others to do the same.

### 2.1. Key Messages and Communication Strategy

Key Messages:

- Basketball is a powerful tool for social empowerment that can promote inclusivity, teamwork, and a sense of belonging for people of all ages, genders, and backgrounds.



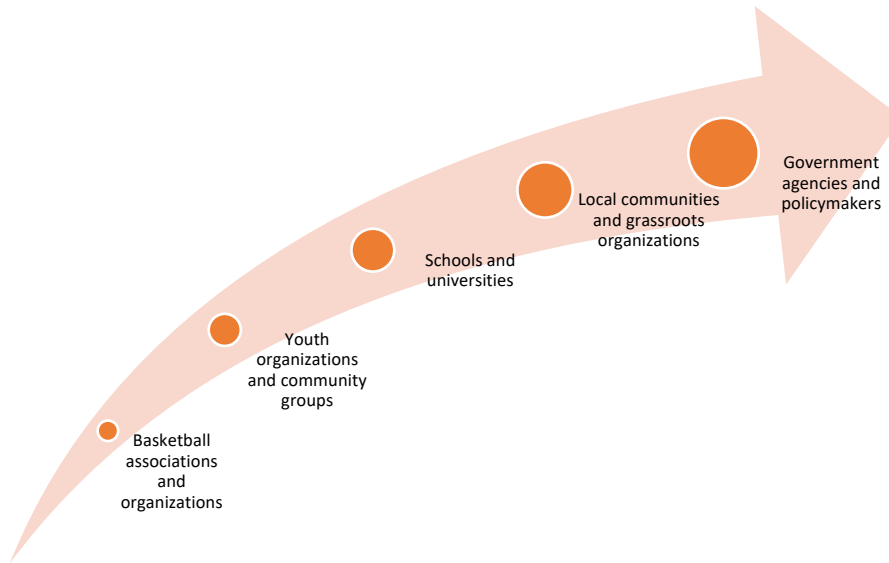
- By playing basketball, individuals can develop important life skills such as communication, leadership, and resilience, which can help them succeed in all areas of life.
- Basketball has the potential to create positive change in communities by breaking down barriers and promoting social inclusion and empowerment.
- This European project is dedicated to exploring innovative approaches to using basketball as a tool for social empowerment, and we hope to inspire others to do the same.

#### Communication Strategy:

- Define your target audiences: Identify the key stakeholders who will be interested in this project, such as basketball associations, youth organizations, schools, and local communities.
- Choose your communication channels: Consider the most effective ways to reach your target audiences, such as social media, press releases, events, and partnerships.
- Create a communication timeline: Develop a timeline for communication activities to ensure that you are reaching out to stakeholders at the right times and with the right messages.
- Develop key messages: Use the key messages outlined above to craft messaging that resonates with your target audiences and communicates the importance of basketball as a tool for social empowerment.
- Use engaging visual content: Use images and videos that showcase the power of basketball as a tool for social empowerment and help your audience to visualize the impact of the project.
- Engage with stakeholders: Create opportunities for stakeholders to engage with the project, such as events, social media campaigns, and partnerships.
- Monitor and evaluate: Use monitoring and evaluation tools to track the success of your communication activities and adjust your strategy as needed.

## 2.2. Target audiences and communication channels

#### Target Audiences:



### Communication Channels:

- Social Media: Use platforms such as Instagram, Twitter, and Facebook to reach a wide audience and share engaging content about the project. Use hashtags related to basketball and social empowerment to attract followers and increase visibility.
- Press Releases: Craft a press release to send to local, national, and international media outlets to share news about the project and promote the social empowerment aspect of the project. This can help to raise awareness and generate interest in the project.
- Events: Host events such as basketball clinics, tournaments, or workshops to engage with target audiences and showcase the social empowerment aspect of the project. This can help to build partnerships and generate interest in the project.
- Website: Create a website to share information about the project and highlight the social empowerment aspect. Use engaging visuals, testimonials from project participants, and key messages to communicate the importance of basketball as a tool for social empowerment.
- Partnerships: Partner with other organizations, such as community groups or schools, to help promote the social empowerment aspect of the project. This can help to build relationships and expand the reach of the project to new audiences.

By using these communication channels and targeting these audiences, you can effectively promote the social empowerment aspect of your basketball project and generate interest and engagement from a wide range of stakeholders.



## 2.3 Proposed Social Media Campaign

### Campaign Name: #BasketForAll

Objective: To promote inclusivity and diversity in basketball and encourage people from all backgrounds and abilities to participate in the sport.

### Timeline:

Month 1: Launch the campaign on social media channels with a series of posts introducing the initiative and its focus on inclusivity and diversity in basketball.

Share photos and videos of diverse groups of people playing basketball and using the #BasketForAll hashtag to encourage others to participate.

Month 2: Share success stories from participants who have benefited from the "Basket for All" initiative, using the #BasketForAll hashtag.

Encourage participants to share their own stories and experiences of playing basketball and promote inclusivity and diversity using the #BasketForAll hashtag.

Month 3: Host a virtual event to showcase the initiative, featuring interviews with coaches, players, and other stakeholders involved in the program.

Use the #BasketForAll hashtag to promote the event and encourage engagement from followers.

Month 4: Share educational content on social media channels about inclusivity and diversity in basketball, including resources for coaches and players to ensure they are creating an inclusive environment.

Encourage followers to share their own resources and tips using the #BasketForAll hashtag.

Month 5: Host a basketball tournament or showcase event featuring players from diverse backgrounds and abilities.

Use the #BasketForAll hashtag to promote the event and encourage participation and engagement from followers.

By using a targeted social media campaign with a specific timeline, you can effectively promote your "Basket for All" initiative and encourage inclusivity and diversity in basketball. Be sure to track engagement and adjust your strategy accordingly to ensure maximum impact.

## 2.4 Visual Identity & Usage of Logo

- In the scope of Basket for All project, we have created below-project logo:





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- Together with the project logo, project brochure, roll-up and 2 affiches are created:

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Erasmus+ Programme  
Small Scale Partnerships in the field of Sport  
"Basket for All" Project

Project Consortium:   

**BASKET FOR ALL**

**Project Overall Aim:**  
Increasing the Intersectoral cooperation among active sport actors across Europe to draw attention to the inclusion and empowerment of youngsters with fewer opportunities into basketball field

**Specific Objectives:**

- Increasing the methodological capacities of youth coaches to improve social empowerment of disadvantaged groups through Basketball
- To raise the motivation of the youngsters and give them inspiration to make the sport important place of their lives – and encourage them to be active in Sport.

**Project Duration:** 01.02.2023 - 31.01.2024 (12 Months)

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**Project Activities:**  
In the scope of 12 Months Action Plan, there will be two work packages to be realized and such activities will be conducted:

**WP1 - Management & Cooperation:**

- Online Partners Management Meetings, Creation of Guidelines, Creation of Project Corporate Items – Project Dissemination Platforms - Project Website
- Kick Off Meeting in Bulgaria
- Local Intersectoral Cooperation Meetings
- Final Evaluation Meeting in Turkey
- International Final Conference

**BASKET FOR ALL**

**WP2 - Training & Development:**

- Creation of "Soft Skill Development Through Basketball Training Module"
- International Training Course in Czechia
- Local Trainings run by the coaches
- Inperson and/or virtual meetings with role-models and youngsters
- Design & Implementation of Awareness Campaigns by/for Youth
- 3x3 basketball Tournaments during the European Week of Sport 2023
- Creation of Project Movie

**Project Target Groups:**

- 1) Organizations (Public – Civil – Private Sectors) and their assigned staff to the activities
- 2) Sport Coaches / Trainers
- 3) Youth with fewer opportunities

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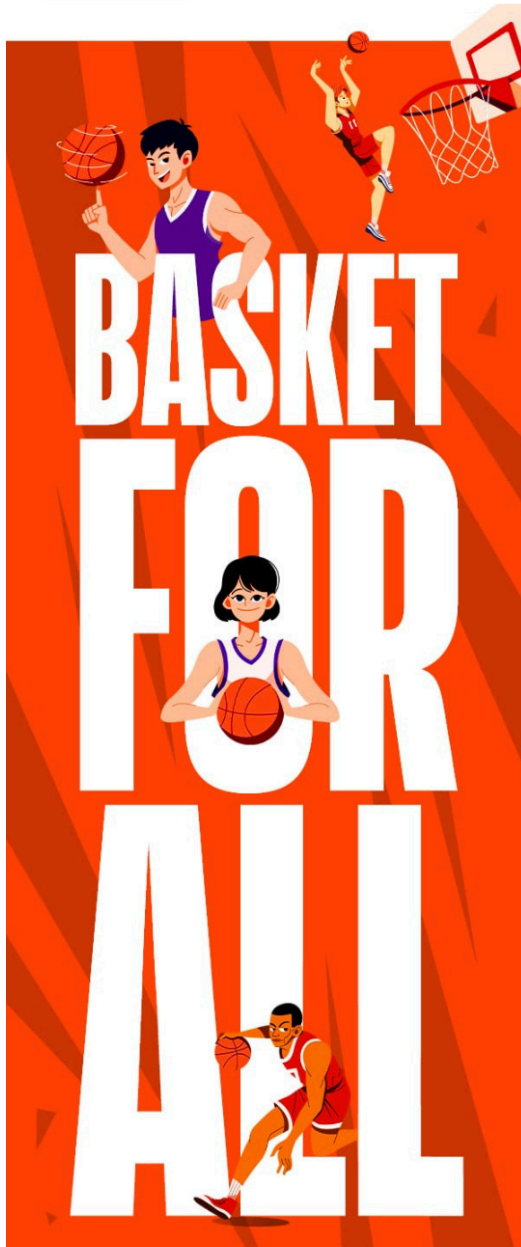
**BASKET FOR ALL**



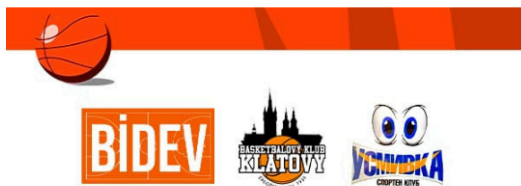
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**\* According to the Article 17 of the Grant Agreement, Visibility — European flag and funding statement play an integral role for PR & Dissemination means.**

As our project is funded under Erasmus+ Program Small-Scale Partnership in the field of Sport, it's obligatory to use the EU visibility to promote the program and funding authority. All communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge the EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):



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The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

The beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

**\* Usage of Disclaimer**

Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

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- You can reach to the translation of disclaimer to other EU languages from this link:

[https://www.eacea.ec.europa.eu/about-eacea/visual-identity/visual-identity-programming-period-2021-2027/european-flag-emblem-and-multilingual-disclaimer\\_en](https://www.eacea.ec.europa.eu/about-eacea/visual-identity/visual-identity-programming-period-2021-2027/european-flag-emblem-and-multilingual-disclaimer_en)

- A Concrete Example on how to use project visibility means:



- A designed frame to be used for the social media posts to underline the project visibility



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### 3. Our Project's Dissemination Strategy

The goal will be to create awareness over a momentum based on the Project and its activities and maintain at least part of this momentum even after the project is finished by using the methods and principles developed during the project. Hopefully, this will gradually lead to a wider range of clubs, coaches / trainers and young people adopting them and implementing them further.

BIDEV has the capacity to reach all the sports federations in Turkey, all the National Olympic Committees in Europe and a wide range of sports-oriented public through social media activities. The available dissemination capacities of the consortium are considerable- organizations' and project web site and related social media platforms. There will be project results, blogs, awareness campaigns uploaded and will remain alive in upcoming 3 years.

We are planning on creating an interesting tool to be promoted throughout these capacities: short movies made by the youngsters themselves (the project approaches the individual young people put importance on how basketball can be great platform for life-long learning and encourages them to be pro-active. They will be asked to make small videos (this is easy with regular smartphones) and post them on a social media sharing platform of the project. These movies will then be edited by the project management (by PR Responsibles / Technicians) and made into a 'Project Movie'. This movie will be disseminated and spread as much as possible within the above mentioned 'reach' of BIDEV. We aim to reach min. 15.000 reviews until the end of the project.

It is clear that the wider the sections of the community that can be reached, the more successful will be the project. Television is still the most powerful mass media platform when it comes to reach the wider public. We hope and believe that the project will find some coverage on TV. BK Klatovy is in close cooperation with regional TV Channels. So, their contribution will be promotion of our project in regional tv channels, leading the dissemination team and to prepare the press releases to be shared in 3 countries.

A presentation will be made at the general assembly of the BIDEV which will ensure that all members receive detailed information about the Project and can use their networks to further promote it and disseminate its outcomes.

At the beginning of the implementation phase, PR & Dissemination Guideline will be prepared, and project corporate items will be created to ensure the EU visibility during the project lifetime. Besides the visibility materials such as Roll Up, Cloth Banners etc., a special project affiche/poster will be prepared for dissemination of project content and aims. This poster will be distributed to sports federations, clubs of as many sports as possible through existing networks and channels of the BIDEV – BK Klatovy - SCS. Also, such posters promotion will be realized with the help of the stakeholders who will participate in local intersectoral cooperation



meetings. Such meetings will be given place in the websites & social media channels of such associate partners.

### **3.1. Suggestions to ensure the Project Activities' Visibility**

#### **i. Online Partners Management Meetings:**

- Sharing the meeting minutes and action items with all partners after each meeting.

#### **ii. Creation of Guidelines:**

- Developing a clear and concise guideline document that outlines the goals, strategies, and activities of the project.
- Translating the guidelines into all partner languages and share them via the project website and dissemination platforms.

#### **iii. Creation of Project Corporate Items:**

- Developing project corporate items, such as logos, flyers, and posters, that highlight the project's focus on social empowerment and inclusivity.
- Using these items during project events and activities, and share them on the project website and social media channels.

#### **iv. Project Dissemination Platforms:**

- Establishing a project dissemination platform, such as a blog or newsletter, to share updates, success stories, and educational content related to the project.
- Using social media channels, such as Facebook, Twitter, and Instagram, to share updates and engage with the project's target audience.

#### **v. Project Website:**

- Creating a project website that provides information about the project, its activities, and resources related to basketball and social empowerment.
- Using the website to promote project events and activities, share success stories, and host educational content.

#### **vi. Kick Off Meeting in Bulgaria:**

- Developing an agenda that includes presentations from all partners and a discussion of project goals and objectives.
- Sharing meeting minutes and action items with all partners after the meeting.
- Using social media and the project website to share updates and photos from the event.



Local Intersectoral Cooperation Meetings:

Organize local intersectoral cooperation meetings to engage with local stakeholders, such as schools, sports clubs, and community organizations.

- Sharing meeting minutes and action items with all partners after each meeting.

vii. Final Evaluation Meeting in Turkey:

- Developing an agenda that includes a review of project outcomes and a discussion of next steps.

- Sharing meeting minutes and action items with all partners after the meeting.

- Using social media and the project website to share updates and photos from the event.

viii. International Final Conference:

- Organizing an international final conference to share project outcomes and best practices.

- Developing an agenda that includes presentations from all partners, keynote speakers, and workshops.

- Sharing conference proceedings and presentations on the project website and social media channels.

ix. Creation of “Soft Skill Development Through Basketball Training Module”:

- Developing a training module that focuses on soft skill development through basketball training.

- Translating the module into all partner languages and share it on the project website and dissemination platforms.

x. International Training Course in Czechia:

- Developing an agenda that includes presentations from all partners, workshops, and practical training sessions.

- Sharing training materials and resources on the project website and dissemination platforms.

- Using social media to share updates and photos from the event.

xi. Local Trainings run by the coaches:

- Training coaches in each partner country on the soft skill development through basketball training module.

- Providing coaches with training materials and resources, and encourage them to share their experiences and success stories on the project website and dissemination platforms.





xii. In-person and/or virtual meetings with role-models and youngsters:

- Organizing meetings between project partners, role models, and young people to discuss the impact of the project on their lives.
- Sharing success stories and photos from these meetings on the project website and social media channels.

xiii. Design & Implementation of Awareness Campaigns by/for Youth:

- Encouraging young people to design and implement awareness campaigns related to basketball and social empowerment.
- Sharing campaign materials and success stories on the project website and social media channels.

xiii. 3x3 basketball Tournaments during the European Week of Sport

- Cooperating with public authorities to make these tournaments to promote the social empowerment aspect of the Basketball with a special focus for European of Sport which is between 23-30<sup>th</sup> of September

\*\* More insights about European Week of Sport can be reached via

<https://sport.ec.europa.eu/european-week-of-sport/about-european-week-of-sport>



#### 4. Media outreach strategy and Tips

Here are some media outreach strategy and tips for Basket for All project:

- Identify key media outlets and journalists: Research and identify media outlets and journalists who cover sports, social issues, and community development.
- Make a list of journalists who have covered similar projects or initiatives in the past.
  - Develop a media kit: Create a media kit that includes a project overview, key messaging, press releases, photos, videos, and other relevant materials.
- Ensure that the media kit is accessible and easy to download from your website or social media channels.
  - Craft a compelling press release:
- Write a press release that highlights the key aspects of your project, such as its focus on social empowerment and inclusivity.
  - Include quotes from project leaders, coaches, and participants to provide a personal perspective.
- Make sure the press release is concise, clear, and easy to understand.
  - Personalize outreach:
- When reaching out to journalists and media outlets, personalize your emails and pitches to show that you have done your research and understand their interests.
  - Highlight how your project aligns with their audience and mission.
- Offer exclusive content:
  - Offer exclusive content, such as interviews with project leaders, coaches, and participants, to media outlets to incentivize coverage.
- Share behind-the-scenes photos and videos to provide a unique perspective.
  - Leverage social media:
- Use social media to promote your project and engage with journalists and media outlets.
  - Share photos and videos of project activities and use relevant hashtags to reach a wider audience.
- Tag media outlets and journalists in your social media posts to increase visibility and encourage coverage.



- Follow up:

- Follow up with journalists and media outlets after you have sent your pitch or press release.

- Be persistent, but respectful, and provide additional information or materials as needed.

#### **4.1 Content creation and posting tips**

- Use visual content: Visual content, such as photos and videos, are more engaging than text-only content. Use images and videos of basketball games, training sessions, and events to make your content more visually appealing.

- Use storytelling: Use storytelling techniques to share the project's impact on individuals and communities. Share stories of how basketball has helped individuals overcome challenges, develop skills, and build relationships.

- Share project updates: Share regular updates about the project's activities, achievements, and milestones. This will help keep your audience engaged and informed about the project's progress.

- Use hashtags: Use relevant hashtags to increase the visibility of your content and reach a wider audience. Use hashtags like #basketforall, #youthempowerment, and #sportfordevelopment.

- Engage with followers: Engage with your followers by responding to comments and messages, and asking for their feedback and opinions. This will help build a community around the project and foster engagement.

- Collaborate with partners: Collaborate with project partners, coaches, and participants to create content that showcases the project's impact and promotes its objectives.

- Use different platforms: Use different platforms, such as social media, the project website, and email newsletters, to share your content and reach a wider audience.

#### **4.2 Monitoring & Evaluation of Dissemination Activities**

- Set clear and measurable objectives: Before starting any PR activity, it is essential to establish clear and measurable objectives. This will help you track progress and determine whether you have achieved your goals.

- Identify key performance indicators (KPIs): KPIs are specific metrics that you can use to evaluate the success of your PR activities. Some examples of KPIs include website traffic, social media engagement, media coverage, and audience reach.

- Monitor media coverage: Keep track of all media coverage related to the project, including articles, interviews, and social media mentions. This will help you gauge the level of interest and awareness generated by your PR activities.



- Analyze website and social media metrics: Use tools like Google Analytics and social media analytics to track website traffic, engagement rates, and other relevant metrics. This will help you determine which channels and tactics are most effective.
- Conduct surveys and focus groups: Surveys and focus groups can provide valuable feedback from your target audience. You can use this feedback to fine-tune your messaging and improve your PR activities.
- Regularly review and adjust your strategy: It's important to regularly review your PR strategy and adjust your tactics as needed. This will help you stay on track and achieve your goals.

In order to constantly collect the PR & Dissemination activities of the partner organizations, below shared reporting template is created:

| WHO | WHAT | WHEN | HOW | ACTIVITY DESCRIPTION | LEVEL | WHERE | TARGET GROUPS | N°PEOPLE REACHED |
|-----|------|------|-----|----------------------|-------|-------|---------------|------------------|
|     |      |      |     |                      |       |       |               |                  |