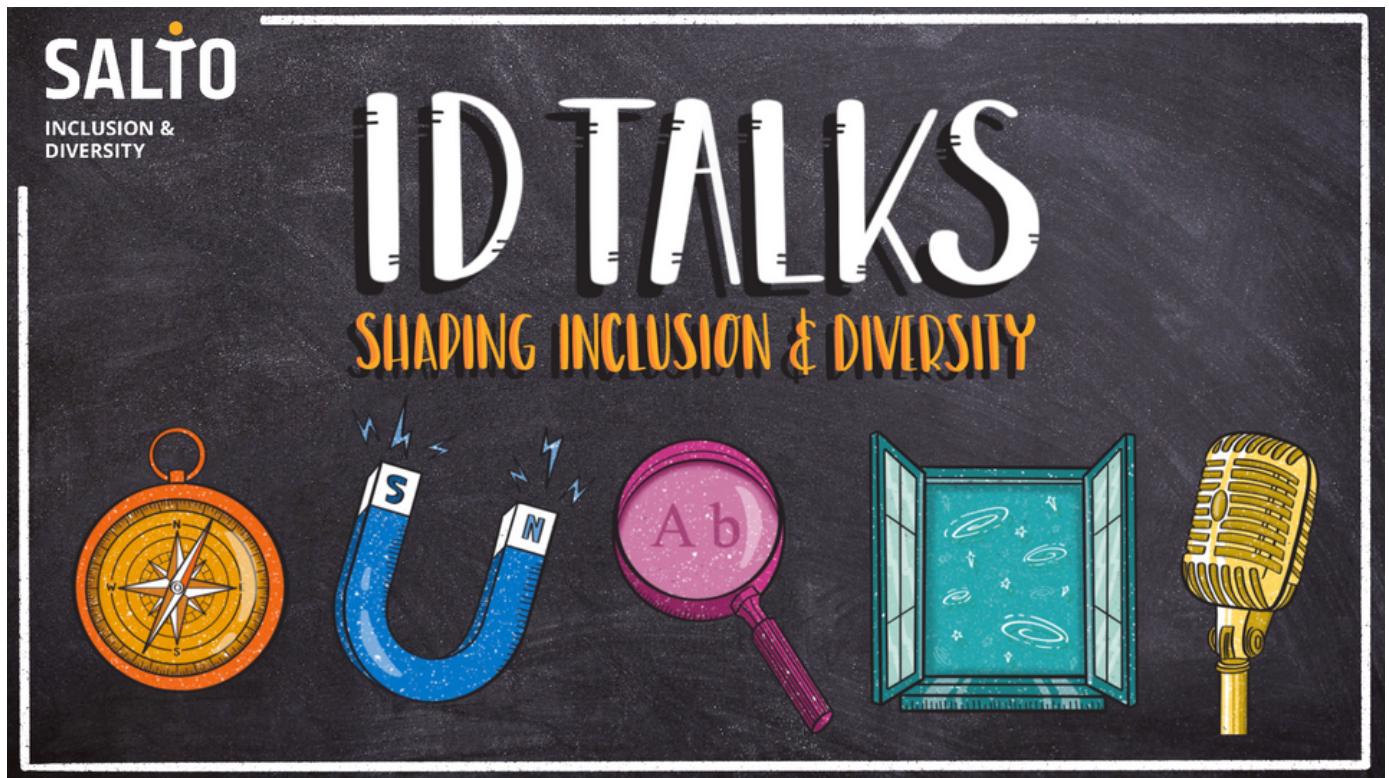


# ID TALKS!

*A series of 5 online workshops on 5 major topics in the promotion of "Shaping Inclusion and Diversity" - how to implement youth projects that are more inclusive, diverse, and reflect the ID Strategy?*



## ID Talks:

STRATEGY  
OUTREACH  
LANGUAGE  
LOCAL  
VISIBILITY

Download this and other SALTO Inclusion & Diversity booklets for free at [www.SALTO-YOUTH.net/Inclusion/](http://www.SALTO-YOUTH.net/Inclusion/). This document does not necessarily reflect the official views of the European Commission, the SALTO Inclusion & Diversity Resource Centre or the organisation co-operating with them.

## ABOUT SALTO

...‘Support and **A**dvanced **L**earning and **T**raining **O**pportunities within the Erasmus+: Youth in Action and European Solidarity Corps programmes’. The European Commission has created a network of seven SALTO-YOUTH Resource Centres to enhance the implementation of the EU Erasmus+: Youth in Action and European Solidarity Corps programmes, which provide young people with valuable non-formal learning experiences.

SALTO’s aim is to support the implementation of the European Erasmus+: Youth in Action and European Solidarity Corps Programmes with regard to priorities such as Social Inclusion, Diversity, Participation, and Solidarity. SALTO also supports co-operation with regions such as EuroMed, South-East Europe, or Eastern Europe and The Caucasus and coordinates all training and co-operation activities, as well as information tools for National Agencies.

In these European priority areas, SALTO-YOUTH provides resources, information, and training for National Agencies and European youth workers. Most of these resources are offered and disseminated at [www.SALTO-YOUTH.net](http://www.SALTO-YOUTH.net). Find online the [European Training Calendar](#), the [Toolbox for Training and Youth Work](#), the database of youth field trainers active at the European level ([Trainers Online for Youth or TOY](#)), links to online resources, and much more.

SALTO-YOUTH actively co-operates with other actors in the European youth field, among them the National Agencies of the Erasmus+ and European Solidarity Corps programmes, the Council of Europe, the European Youth Forum, European youth workers and trainers, and training organisers.

### **THE SALTO-YOUTH INCLUSION AND DIVERSITY RESOURCE CENTRE [WWW.SALTO-YOUTH.NET/INCLUSION/](http://WWW.SALTO-YOUTH.NET/INCLUSION/)**

The SALTO-YOUTH Inclusion and Diversity Resource Centre (based in Belgium Flanders) works together with the European Commission to support the inclusion of young people with fewer opportunities in the Erasmus+: Youth in Action and European Solidarity Corps programmes. Through that, it works to contribute to social cohesion in society at large. SALTO Inclusion and Diversity also supports the National Agencies and youth workers in their inclusion work by providing training, developing youth work methods, disseminating information via the newsletter, etc. By offering opportunities for training, exchange, and reflection on inclusion practice and diversity management, SALTO Inclusion & Diversity works towards the visibility, accessibility, and transparency of its inclusion & diversity work and resources, and towards making ‘inclusion of young people with fewer opportunities’ and ‘positive diversity management’ a widely supported priority.

For more information and resources, have a look at the Inclusion & Diversity pages at [www.SALTO-YOUTH.net/Inclusion/](http://www.SALTO-YOUTH.net/Inclusion/)



## DISCLAIMER

This magazine contains pictures as a result of the Graphic Recording which is an integral part of all the ID Talks events. There are four types of styles throughout the whole magazine.

- **General Cover Picture.** It is used for promotional reasons throughout the social media channels and the dissemination materials and it depicts the logo of SALTO Inclusion & Diversity, the title, and the graphic elements of each version of the ID Talks events. It is displayed as a cover picture of each ID Talks version.
- **Portrait of Speaker.** It depicts each speaker and a few graphic recording elements such as written parts of their "speech" and/or any other graphics according to the style of each ID Talks version. It is displayed on top of the speaker's description page.
- **Main Graphic Recording Card.** It is used for promotional reasons throughout the social media channels and the dissemination materials and it depicts the logo of SALTO Inclusion & Diversity, the title, and the graphic elements of each version of the ID Talks events, including the specific name of the event, the portrait of the speaker, written quotes of their "speech" and/or any other graphics. It is displayed on top of the first page of each article.
- **Graphic Recording Elements.** Throughout each article, the graphic recording elements complement the text with essential parts of each speaker's "talk".

# I & D Talks

## “Shaping Inclusion and Diversity”

### What is it all about?

#### A short description

ID Talks is a series of 5 stand-alone online events (workshops) of up to 90 minutes each, with inspiring guest speakers, thought-provoking insights, discussion in small groups, and Q&A sessions.

How can differences become a source of learning rather than conflict or prejudice?

This is a key question “ID Talks” want to help individuals and organisations to reflect upon and try to answer. After the successful first edition in the autumn of 2020 and the second edition in Spring 2021, we are continuing the “Embracing Diversity” series by organizing the Autumn edition and bringing to your attention new topics and new speakers.

#### For whom?

Youth workers, youth leaders, professionals, and volunteers involved in ID in the EU youth programmes, as well as all those interested in youth work and Inclusion & Diversity topics.

#### Main objectives:

- To provide food for thought and learn from inspirational ID stories;
- To provide an opportunity to learn about ID topics from the youth work sector and beyond;
- To get information, inspiration, methods to help the youth sector address ID;
- To inform about and contribute to quality (international) youth work;
- To identify and learn how to tackle existing and future challenges within ID;



**Event Dates:**

- 23 February 2022 (1 PM CET) > **ID Talks Strategy:** Following on from the European Commission's 'Inclusion and Diversity Strategy', the new 'I&D Road Map' details the road we need to travel together to make inclusion & diversity easier and better in the Erasmus+ programme and the European Solidarity Corps. Which milestones can you reach? What tools help you get there? And how to develop an Inclusion and Diversity strategy for your organisation? Guest speaker: **Susie Nicodemi, UK & Tony Geudens, SALTO ID**
- 09 March 2022 (1 PM CET) > **ID Talks Outreach:** Even projects that "tick the inclusion boxes" often fail to reach to most vulnerable young people. What keeps young people with fewer opportunities from participating in European projects? Who is already on board then? And who is left behind? Why and how can you reach out to organisations doing inclusive work locally and connect them to the EU level? What are the obstacles and what is the way forward? Guest speaker: **Andreas Rosellen, Germany**
- 23 March 2022 (1 PM CET) > **ID Talks Language:** The main function of language is to make communication simpler. But is the language we use (in international youth work, in the related programme documents and application forms) reducing or increasing barriers for participation? Is it inviting or discouraging? How do we communicate about our work at local and international level to appeal and attract diverse groups of young people? Guest speakers: **Petra Plicka & Heidi Mackowitz, Austria & Barbara Eglitis, European Solidarity Corps RC**
- 06 April 2022 (1 PM CET) > **ID Talks Local:** One size does not fit all. What new, open, easy and inclusive projects and initiatives could be more suitable for young people with fewer opportunities? Why is it important to propose EU-funded local project formats and how do they compare with international mobility projects for young people? Guest speakers: **Ieva Kaupaitė & Karolina Lipnickienė, Lithuania**
- 20 April 2022 (1 PM CET) > **ID Talks Visibility:** Communicating about our work becomes increasingly important. How not to "fake" it for the sake of giving a better ID impression? What are the ethical dilemmas? Why and how to disseminate and exploit project results (DEOR), both to convey the relevant messages and to remain useful and appealing to the larger public? Guest speaker: **Pavel Vassiljev, Estonia**

# ID Talks: Visibility

*Communicating about our work becomes increasingly important. How not to “fake” it for the sake of giving a better ID impression? What are the ethical dilemmas?*



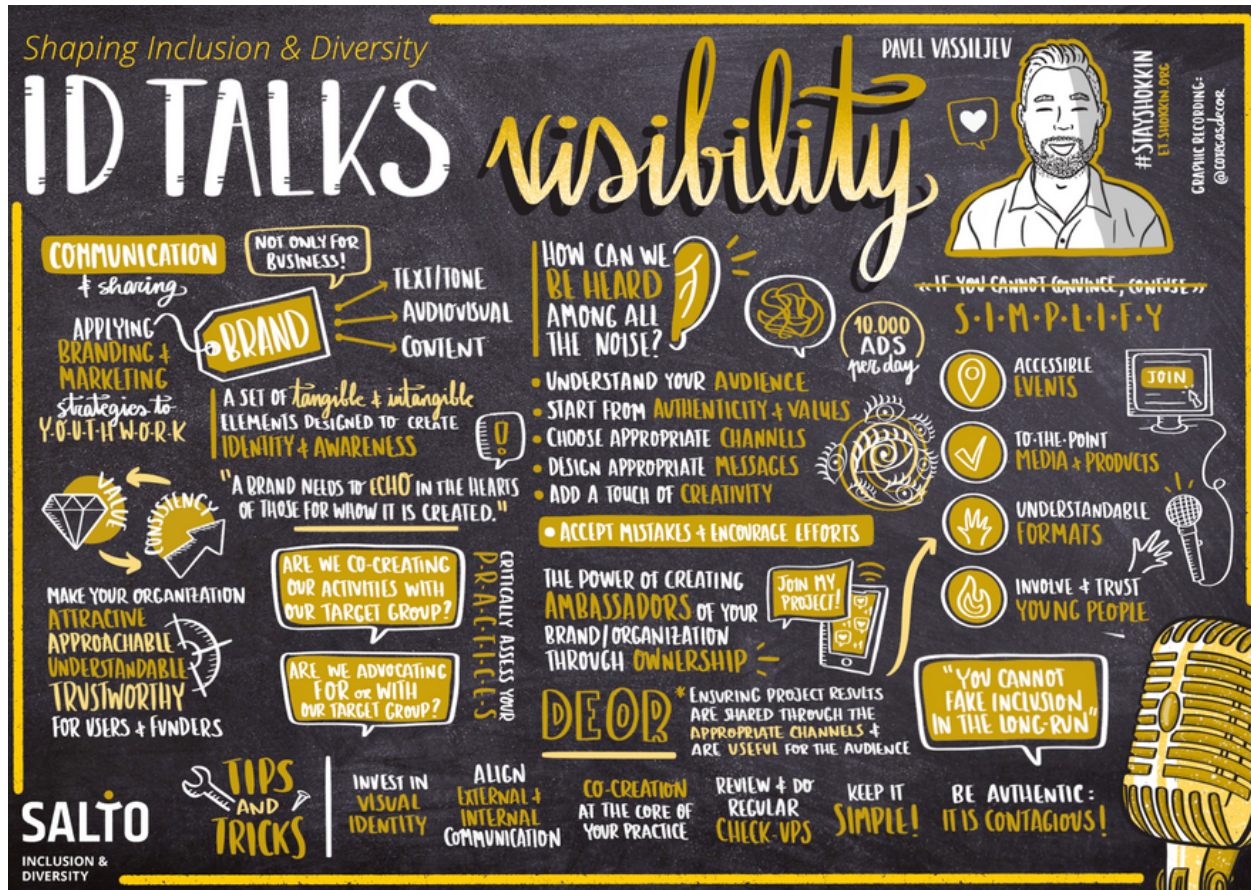
## **GUEST SPEAKER: PAVEL VASSILJEV**

Pavel has been involved in the youth work field for close to two decades now. He started as a youth leader at the local youth center running dance classes for other young people and organizing urban-culture events. During his studies abroad in the field of marketing and brand management, Pavel kept close to different youth activities and community work. Upon his return to Estonia in 2011 he established the youth organization Shokkin Group, followed by a career in the youth work field as a trainer, project manager, and currently as a coordinator of a municipal youth center in Tallinn, Estonia.



# Article

*Pavel Vassiljev*



## Visibility & DEOR

### Communication & Sharing

This article looks at visibility and communication from a perspective of a grassroots NGO and the people behind its work. As any youth organization, we at Shokkin Group want to be approachable and attractive to our target groups; we want to be trustworthy to the funders and decision-makers; we want to be relevant for multipliers and still not lose the youthful vibe. To maintain all of this, we took up some basic branding and marketing communication strategies in our daily work.

## The context

In order to establish a working communication strategy and culture in the organization, it is important to create your brand idea. “A brand can be defined as a set of tangible and intangible attributes designed to create awareness and identity, and to build the reputation of a product, service, person, place, or organization.” A brand needs to echo in the hearts of those for whom this brand is being created.

A brand is built by the consistent interconnection of **text elements** (name, slogan, tone of voice), **audiovisual identity** (logo, colors, graphics, images, sounds, and typography), and **content** (project portfolio, internal atmosphere, structure, word of mouth). All these elements should not only be consistent but also communicate the value of the brand that should be **delivered in reality**, too.

Branding as a concept is seen as something very “businessy” and not all NGO representatives want to talk about branding and marketing of their organization. I always invite them to look at NGO branding as a way to become more attractive to their target group, more understandable, and valuable for the society they work in. Often, third sector activists expect more recognition, trust from the local authorities, and cooperation possibilities, but don’t invest time into critically analyzing what is communicated about the work and how it is communicated. Thus, sharing results and communicating about the work we do is crucial to receiving recognition, building partnerships, getting shortlisted for future cooperation, getting the local community interested, and building trust towards your work.

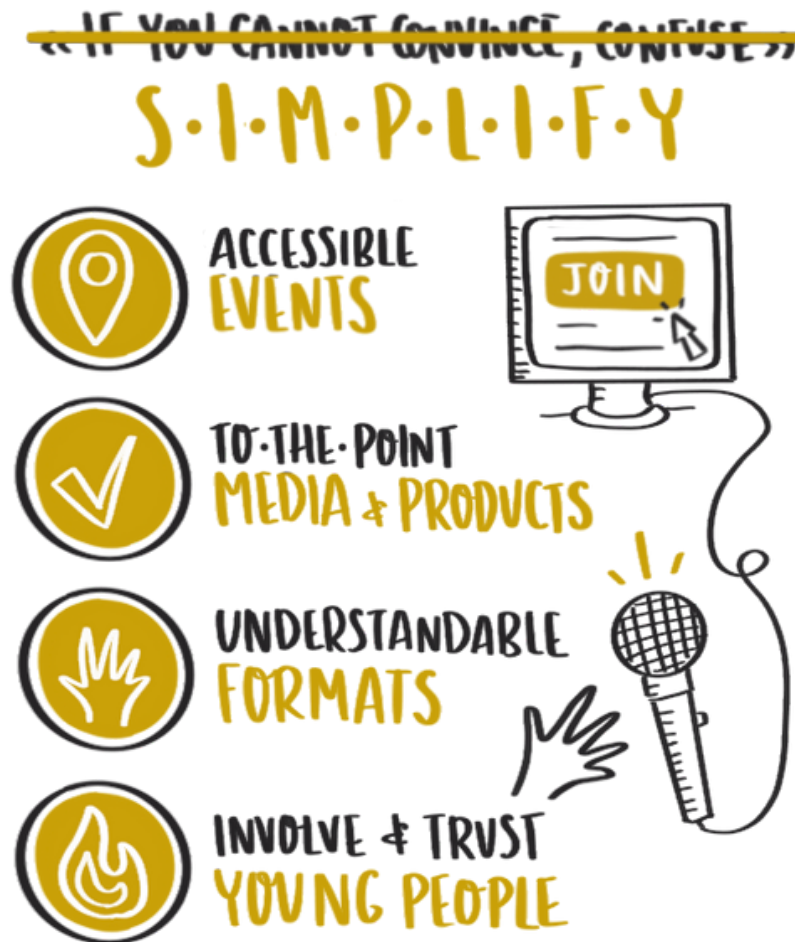
Of course, there are a few dilemmas to think about when building a brand and a communication strategy. **Should or even can we include, target, and satisfy everyone with our work? Are we advocating for or with a specific target group? Are we working together with a specific target group and co-creating our brand together with them? Are we inviting diverse groups because of project call requirements or do we really build a system that slowly but steadily invites diverse young people to come and give us a try?**

When an organization builds brand identity, it should reach the desired target groups through appropriate channels with appropriate messages. There is a multiverse of communication channels and types of content to choose from print, radio, events, social media, newsletters, podcasts, blogs, vlogs, websites, webinars, e-courses, and mobile apps. It is important to identify which of these are appropriate for your target group and what content they would like to see.





On average, we are subject to around 10 000 advertising messages on a daily basis, so it is easy to get lost in this noise. Relevant content with a touch of creativity will get noticed by our target group. Simple formats of events and audiovisual content will increase the chances of people engaging with us.



In the NGO sector, we can encounter the use of the “if you cannot convince – confuse” approach. Big words, abstract concepts, lengthy descriptions, and massive toolkits don’t get the general public excited. Creating project results with the multiplier and end-user in mind is the way to go. Spreading and sharing these results to relevant target groups with appropriate explanations of value and context for the project output also increases the chance that this will be used. Appealing media formats can include short videos, e-courses, podcasts, live streams, understandable games, and familiar formats of events. In order to convey relevant messages, an organization has to choose the audience to whom to appeal, design clear and understandable messages and test them out before going public.

## Our experience

In no way I am saying that what we do in Shokkin Group is the ultimate recipe and the best practice. I am sharing examples of what worked for our team on a specific project that might inspire someone to create something unique and in their own style.

From the beginning, we invested in creating an **atmosphere** that feels the way the brand looks like. Our activities are energetic, our projects are innovative, and we are not afraid to experiment, dare and risk. It also has a lot to do with **authenticity**. You cannot fake inclusion in the long run. People will not return to you if your brand promise has not been fulfilled. Authenticity drives us to invest extra time and unpaid hours to make sure the events, projects, and outputs are useful and used.

Moving from the internal build-up and attitude of the organization, we can move to the way we communicate. Often, organizations and projects have long names, difficult abbreviations, and very formal visual identity. We chose to be quite bold from the early stage, with a **visual identity** appropriate for our end beneficiaries who are young people that we want to attract and inspire.

A great element of our identity and project outputs is the **co-creation process**. We involve young members interested in visualizing and social media management to take up an active and critical role in shaping how and what we are communicating. At the moment we are heavily relying on one of our youth leader's idea for the organization's Instagram, with a staff member supporting and from time to time monitoring what is being posted. We prioritize young people as our main target group and involve them in the decisions of how and what we should communicate.

We have also **stayed quite critical** of the results our projects create and how they are used. We learned it the hard way. Back in 2013, we created a very big board game that no one actually dares to play and it is hard to transport. Since that project, we have always looked into the **usability** of our results from the perspective of the target group. Making shorter events, simpler games, and consistent podcasts makes our work being used more. We ask users or multipliers for critical feedback on why they will or won't use the outputs we are developing and then we make sure to adjust it accordingly.

ARE WE CO-CREATING  
OUR ACTIVITIES WITH  
OUR TARGET GROUP?

ARE WE ADVOCATING  
FOR OR WITH  
OUR TARGET GROUP?

CRITICALLY ASSESS YOUR  
P.R.A.C.T.I.C.E.S

## Do's & more do's

Working on the visibility of projects goes hand in hand with overall organizational communication. Here are a few tips & tricks to consider when thinking of project visibility:

- Create a visual identity that will promote who you are and how you want to be perceived. **What colors, symbols, and associations can help you to communicate how you are as an organization or how your project is?** Choose a tone of voice and don't be afraid to adjust it on the go if something more natural comes up.
- Be authentic about what you do rather than just communicate authenticity. **How does your internal structure and atmosphere in the organization or project team support the inclusive work you do? Are you walking the talk?**
- Invest in creating catchy project names that will give an instant idea of what the project is about. Simple to understand metaphors, and catchy word combinations will make it easier for project participants to do the promotion for you.
- Set your priorities and define target groups for your organization's communication and project results. **Are you reaching out to members, end beneficiaries, multipliers, or funders? To whom do you want to appeal in the first place? Who should you have in mind when creating outputs of your next project?**
- Predefine project outputs from an early stage. Look around to see what gaps can be identified, what mediums are trending, and what is relevant for the target group of these outputs. Critically assess the usability of these results and create a very rough concept at the project design stage. See what funds can be set aside for project results or see how they can be created with minimum resources.



INVEST IN  
VISUAL  
IDENTITY

ALIGN  
EXTERNAL &  
INTERNAL  
COMMUNICATION

CO-CREATION  
AT THE CORE OF  
YOUR PRACTICE

REVIEW & DO  
REGULAR  
CHECK-UPS

KEEP IT  
SIMPLE!

BE AUTHENTIC:  
IT IS CONTAGIOUS!



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- Reach out to local partners, and local authorities and share your results. Create a newsletter that can be sent out when a relevant project result appears, and create and grow a community of users of these results. It is important to share the results of your work and invite others to be part of common creations.
- Go to the communities to promote your results, and share them via various channels. Make demonstrations and be inside the community. Invite people to test, use and discuss their experience with you. This will ensure people know about the work you do and will give you the possibility to create ambassadors for your brand.
- Be critical of the work you do and the results you produce. Make a benchmark to check the success of one or another project output. **How many users there were? What was the feedback? What worked well? What was missed?** Learn from every project to make the next one better. It is vital to have a critical reality check with every new generation of members to stay open and relevant.

One of the things we picked up along this 10-year journey in building a non-profit brand and a communication approach is that it is extremely important to be authentic about what you do. Authenticity is contagious, and it is what will invite new members to join your organization and get involved, multipliers to start integrating your products in their daily practice, and funders to develop trust and recognition for the work you do and the impact you create.

#stayshokkin



**RESOURCES:**

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*Shaping Inclusion & Diversity*

**ID TALKS** *visibility*



## EDITORIAL INFORMATION

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***On behalf of the SALTO Inclusion & Diversity!***

