

# WELLcome

## Wellbeing and integration through sports

The Communication plan for the WELLcome- project  
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## 1. Starting points

This communication plan has been made both to concretely support the employees of the WELLcome- project in the implementation of external and internal communication, and to provide the framework and values for the project's communication.

The communication needs of the project can be summarized in two core needs:

- The WELLcome-project needs **clear and regular internal communication** in order to keep the project's four partners (Finlands Svenska Idrott, Humak University of Applied Sciences, Åbo IFK and The Red Cross Turku Reception Center), the steering group (**name list** in Appendix 1), the financiers and partners informed about the project's activities.
- The project needs **strong, visually coherent and creative external communication and marketing that appeals to the target groups** in order to reach its target group (target groups in more detail later) **and the media**.

## 2. Objectives/ Qualitative goals:



- The WELLcome-project has **graphic instructions**, thanks to which the project looks uniform and recognisable
- In all of the project's communication and marketing, the **financier's and partners' logos** and other identifiers appear
- The project communicates **internally regularly to employees, the steering group and partners**
- The project's communication language is **Swedish, Finnish and English**. When possible/needed translators will be used to insure that the communication reaches the target groups (minor refugees and their family members)
- Every target group **experience is successful**, i.e. the participants leaves the project's happenings, seminars, trainings, etc. satisfied.
- The WELLcome-project appears in **regional and national media**. Individual experiences of the refugees and their stories, as well as the trainers experiences, are highlighted there
- After the project time is over, the **project is known in the field** and lessons have been learned from its good practices



## 2. Objectives/Quantitative goals:

- At least five media releases will be sent during the project
- WELLcome's spreads information through the partners and other stakeholders social media channels (Facebook, Instagram, Twitter)
- WELLcome's website is updated at least once a month
- A summary of the projects activities and achievements is sent by email to the steering group every second month
- In total 3 blog articles will be published each project year
- The Training of the trainers model created during the project will be offered to at all of FSI's member organisations and their sports clubs

## 3. Target groups

### Internal communication:

Project staff, Partner organisations, Co-workers, Steering group and Financiers

### External communication and marketing:

- 7-16 years old refugees and their family members, that are interested in sport activities
- Coaches, team leaders and volunteers in sports clubs
- Regional authorities (the Sport Services of City of Turku) and projects dealing with integration of refugees through sports
- Sport clubs interested in implementing the training of the trainers program
- The media

## 4. Communication Contents

### Core messages:

1) (internal): When we know about each other's activities, we can direct participants to suitable services, we do not duplicate work and we can reach the project's goals through cooperation!

2) (external): Wellbeing and integration through sports! We offer sports opportunities for children and young people with immigrant backgrounds. We offer the management of sports clubs and associations, coaches, team leaders and volunteers opportunities to increase their skills in promoting diversity. We develop new operating models for integration in Finland.

### Set of values:

Communication and marketing of the WELLcome-project is:

- Accessable
- Considerate of diversity and inclusion
- Visually attractive, spreadable on social media and quickly understandable.

## 5. Internal Communication Channels

- The partners are regularly in contact by email, whatsapp or phone
- Regular meetings live or through video (for project staff, steering group)
- Google Drive folder for shared materials (for project staff)



## 5. External Communication Channels

- Website content, blogs (WELLcome on FSI's website)
- Presentations of the project at different live and online events and conferences
- Email and newsletters
- Podcast
- Social media (Facebook page and Instagram)
- Press releases

### Marketing material:

- General flyers about the project in several languages
- Flyers for Åifk/sports clubs
- Marketing material such as hoodies for the staff

## 6. Visual appearance

### Logos

- In all printed and electronic material, the logo of the WELLcome- project as well as the logos of the partners and the financiers' logos are always displayed in the same size
- The WELLcome logo always includes the slogan below it "Wellbeing and integration through sports"
- If possible, the logos are always in color

### Colors

- The WELLcome- project has been defined as black and yellow, which are used in all communications

### Font

- WELLcome is written in capital letters WELL and lowercase letters come. The font is which???

### Pictures

- The project uses photographs in its communication. When taking photos, permission is always asked from the person being photographed and they are told what the photo will be used for later



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# 7. Resources and Responsibilities

- The project manager is responsible for the project's external and internal communication (FSI).
- External and internal communication is practically carried out by the employees of the project (FSI+Humak)
- Updating the communication plan and updating the website belongs to the second project manager (Humak)
- Contacting the media and creating the newsletter belong to the project manager (FSI)
- The folding of printed materials and electronic material belongs to the graphic designer
- Updating news on the partners social media is primarily the responsibility of the employees
- The project manager is responsible for organizing meetings of the steering group and project staff (FSI)
- Presenting WELLcome at networking events and making invitations to different WELLcome events belong especially to the project managers (FSI+Humak)
- Marketing the training of the trainers program (Åifk)
- The Reception Center together with FSI and Humak are responsible for the recruitment of young refugees

## 8. Monitoring and evaluation

The project monitors:

- Distribution of print quantities and printed products of posters, flyers, etc
- The number of media releases and the media publicity they receive
- The number of meetings of the project staff and steering group
- Number of marketing opportunities
- Website visitor numbers and the number of news published on partners homepages and social media
- Number of presentations of the project at different events
- The number of chair members, trainers, team leaders and volunteers taking part in the training program
- Number of young refugees participating in the sport activities
- Monitoring the partner organizations' own communication: how well the project has been reflected in the internal and external communication of the partner organizations
- The project's communication and marketing measures are reviewed in joint partner meetings



## 8. Monitoring and evaluation

The project evaluates:

- How communication and marketing have reached the target groups and made them participate in the project's activities
- How the communication and marketing for indirect target groups have reached their target groups and increased their awareness of the project and its contents
- How internal communication worked between the project staff, partners, steering group and financiers
- Evaluation done by the project team and steering group