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YAMNFL2
Youth Ambassadors of
Non Formal Learning

DISSEMINATION PORTFOLIO

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1. INTRODUCTION

Youth Ambassadors of Non-Formal Learning – Phase 2 (YAMNFL2) is a dynamic project empowering young people to develop professional skills, enhance employability, and actively engage in their communities. Through a series of international and local activities, youth participants gained hands-on experience, expanded their networks, and contributed to innovative solutions for local and regional challenges.

This Dissemination Portfolio provides an overview of all communication and dissemination achievements implemented throughout the project's duration. It complements other project deliverables, such as the website, newsletters, booklets, and other publications, by highlighting how dissemination supported partnership collaboration, public engagement, and outreach across the European Union and Western Balkans.

Dissemination activities played a crucial role in ensuring that project goals reached key audiences, young people, institutions, the business sector, civil society stakeholders, and media, who can actively contribute to strengthening youth employability and participation.

PROJECT DURATION

01/12/2023 – 30/11/2025

BENEFICIARIES

720

COUNTRIES INVOLVED

**ALBANIA, MONTENEGRO,
ITALY, SERBIA, GREECE,
BOSNIA & HERZEGOVINA**

YOUTH AMBASSADORS OF NON-FORMAL LEARNING

18

1.1. PROJECT DISSEMINATION AT A GLANCE

- 2 OFFICIAL SOCIAL MEDIA ACCOUNTS ESTABLISHED

- TOTAL REACH ACROSS DIGITAL PLATFORMS - OVER 300 000 PEOPLE REACHED ONLINE

- 1 OFFICIAL WEBSITE CREATED

- 6 PARTNER CONTRIBUTIONS AND 6 COUNTRIES COVERED

- 16.4 K VIEWS WEBSITE

- TOTAL NUMBER OF MEDIA MENTIONS 25+



2. DISSEMINATION AND COMMUNICATION OBJECTIVES

The dissemination and communication plan was guided by the following objectives:

- maximize the spread of the project results to the target groups, potential users, and final users, through the creation of marketing channels, and well-structured dissemination activities
- ensure the project's results reach and are used by target groups
- ensure visibility and transparency of the project in terms of the progress of its activities and achieved results
- raise general public awareness on the project objectives
- engage different target groups with information adjusted to their needs
- maximize the impact of the project on stakeholders
- to promote the project's outputs and outcomes at local, national, and European levels
- Over 100 social media posts shared across 6 partner organizations, generating a cumulative reach of 76K users and engagement from 11 countries.
- Project outputs such as toolkits, booklets, and newsletters were downloaded or accessed over 100+ times via the project website and shared through partner mailing lists to 300+ stakeholders.
- Key messages reached broader audiences through local and regional media coverage, including 25+ published articles and interviews in print and online outlets.

- Targeted campaigns and tailored visuals were developed for youth audiences, educators, and CSOs, achieving an average interaction rate of 100 000+ views on social media.
- Dissemination activities were featured on project's online platform and partner networks' platforms, extending project visibility to regional and EU-level stakeholders.
- Through participation in 7 international and 54 local dissemination events, the project directly engaged over 300 individuals representing youth, institutions, and civil society.



3. DISSEMINATION ACTIVITIES

The dissemination activities within the YAMNFL2 project were designed to ensure that the project's message, results, and impact reached a wide and diverse audience. Through a balanced combination of online and offline tools, the project fostered visibility, engagement, and dialogue across local, national, and European levels.

Social media platforms such as Facebook and Instagram served as key channels for continuous communication, sharing updates, visual stories, and highlights from activities that showcased the project's spirit and achievements. Alongside this, the official project website provided structured and accessible information, while traditional media outlets such as newspapers and local portals helped extend the project's reach beyond the digital sphere.

Each dissemination activity reflected the project's dedication to transparency, inclusion, and collaboration, ensuring that young people, educators, community actors, and institutional stakeholders were informed and inspired by the project's outcomes.

Ultimately, these efforts contributed to a vibrant exchange of ideas, the promotion of youth empowerment, and the sustainability of YAMNFL2's results beyond the project's lifetime.

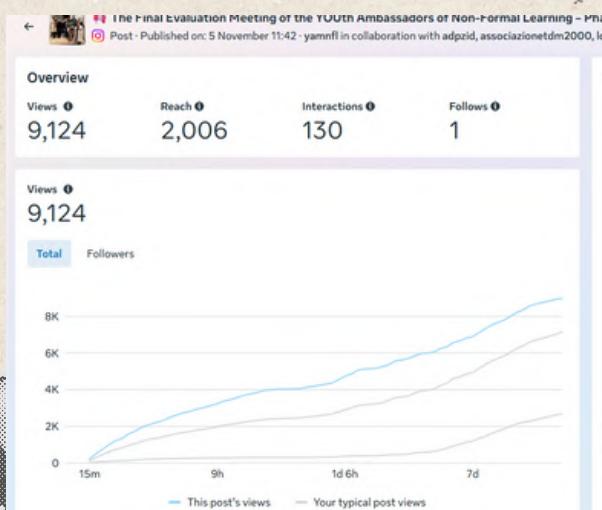
3.1. ONLINE DISSEMINATION

Online dissemination represented one of the most dynamic and far-reaching aspects of the YAMNFL2 communication strategy. Through consistent and visually engaging content shared on Facebook and Instagram, the project built a strong digital presence and fostered active engagement among young people, educators, and stakeholders across partner countries.

Regular updates, visuals, and storytelling posts highlighted the project's milestones, international and local activities, and the personal experiences of youth ambassadors. These digital narratives helped bring the project closer to its audiences, promoting visibility, inclusion, and participation in real time.

The official project website served as a central information hub, providing access to news, publications, and results, while digital campaigns and newsletters further amplified outreach to diverse audiences. Together, these online channels created a vibrant communication ecosystem that supported the visibility, transparency, and long-term impact of YAMNFL2.

- Number of social media posts published: 380
- Average engagement rate (likes, shares, comments) Last 90 days Formula: $(\text{Likes} + \text{Comments} + \text{Shares} + \text{Saves}) \div \text{Reach} \times 100$
- ➡ Average Instagram = 6.26%
- ➡ Average Facebook = 5%
- Growth in followers or web traffic (last 90 days) Insta + 73.3% FB + 14.3%
- Most successful posts or campaigns (screenshots below)



3.1. ONLINE DISSEMINATION

MEDIA VISIBILITY

1. <https://bljesak.info/gospodarstvo/posao/youth-hub-mostar-nudi-besplatne-edukacije-za-mlade/518479>
2. <https://mostarski.ba/lda-mostar-besplatne-obuke-za-mlade-mostara-o-vjestinama-zaposljavanja/>
3. <https://obican.info/besplatne-radionice-za-unaprijedenje-vjestina-mladih-za-trziste-rada/>
4. <https://www.hercegovina.info/vijesti/mostar/lda-organizira-besplatne-radionice-za-unaprijedjenje-vjestina-mladih-za-trziste-rada/239576/?utm>
5. <https://euresurs.ba/javni-poziv/javni-poziv-za-prijave-na-radionice-o-zaposljivosti/>
6. <https://bljesak.info/magazin/obrazovanje/nezaposlenost-mladih-u-bih-medu-najvecima-u-europi/531570>
7. <https://mostarski.ba/nezaposlenost-mladih-u-bih-medu-najvecima-u-europi-kako-odgovoriti-na-izazov/>
8. www.hercegovina.info/amp/show/zanimljivosti/nezaposlenost-mladih-u-bih-30-posto-umjesto-institucija-rjesenja-nude-nevladine-organizacije/243968/
9. <https://fena.ba/article/1641494/lda-mostar-bih-medju-zemljama-s-najvisim-stopama-nezaposlenosti-mladih-u-europi>
10. <https://www.fokus.ba/biznis/bih-medju-zemljama-s-najvisim-stopama-nezaposlenosti-mladih-u-europi/3490923/>
11. <https://www.ldamostar.org/nezaposlenost-mladih-u-bih-medju-najvecima-u-europi-kako-odgovoriti-na-izazov/>
12. <https://fena.ba/article/1653108/vezovic-voloder-bih-ima-gotovo-dvostruko-vise-nezaposlenih-mladih-nego-zemlje-eu-a>
13. <https://rtv-hb.com/vijesti-bosna-i-hercegovina/konferencija-o-neformalnom-obrazovanju>
14. <https://www.facebook.com/watch/?ref=saved&v=1640226443756262>
15. <https://n1info.ba/vijesti/mladi-neformalno-obrazovanje-vjestine-trziste-rada/>
16. <https://dnevni.ba/clanak/bih-ima-gotovo-dvostruko-vise-nezaposlenih-mladih-no-zemlje-eu-a>
17. <https://raport.ba/vezovic-voloder-bih-ima-gotovo-dvostruko-vise-nezaposlenih-mladih-nego-zemlje-eu-a>
18. <https://pogled.ba/bih-ima-gotovo-dvostruko-vise-nezaposlenih-mladih-nego-zemlje-eu-a/>
19. <https://federalna.ba/mostar-domacin-skupa-o-ulozi-neformalnog-obrazovanja-mladih-z7xao>
20. <https://www.federalna.ba/vezovic-voloder-bih-ima-gotovo-dvostruko-vise-nezaposlenih-mladih-nego-zemlje-eu-a-vss6t>
21. <https://mladi.org/neformalno-ucenje/>
22. <https://bljesak.info/magazin/obrazovanje/kako-neformalno-obrazovanje-mijenja-prilike-mladih-u-bih/540782>



3.2. OFFLINE DISSEMINATION

Beyond the digital sphere, YAMNFL2 maintained a strong offline presence through targeted communication activities and public events. Dissemination took place during training sessions, workshops, study visits, and local meetings, where partners and participants directly shared experiences, methodologies, and key outcomes with their communities. These in-person moments strengthened relationships, built trust, and created opportunities for authentic dialogue between young people, educators, and local stakeholders.

Printed materials, including brochures, flyers, roll-up banners, and posters, enhanced the visibility of events and ensured that information about the project was accessible to wider audiences. In addition, local and regional media coverage (press releases, articles, and interviews) extended the project's outreach beyond event participants, bringing its messages to the general public.

Through this blend of face-to-face interaction and traditional communication tools, YAMNFL2 successfully bridged online visibility with tangible community engagement, reinforcing the project's role as a connector between young people and their local environments.



3.3. PARTNER DISSEMINATION

Project partners played a central role in amplifying the visibility and impact of YAMNFL2 across different regions. Each partner actively promoted project activities within their local contexts, tailoring messages and materials to reflect cultural nuances and communication habits of their audiences.

Using their own websites, newsletters, and social media platforms, partners regularly shared updates, visual stories, and event outcomes, extending the project's reach far beyond its core channels. Their participation in local events, conferences, and community initiatives further reinforced the dissemination process, connecting YAMNFL2 with broader networks of youth organizations, institutions, and civil society actors.

This coordinated and inclusive approach ensured that dissemination was not only consistent but also locally meaningful, fostering a strong sense of shared ownership, visibility, and sustainability across the partnership.

The comprehensive dissemination efforts described above ensured that the project's activities, milestones, and results were shared widely and meaningfully across different levels, from local communities to international audiences. To provide a clearer picture of how these communication processes evolved over time, the following section presents a chronological overview of the YAMNFL2 journey.

This timeline highlights key moments, events, and outputs that shaped the project's visibility, engagement, and overall impact.



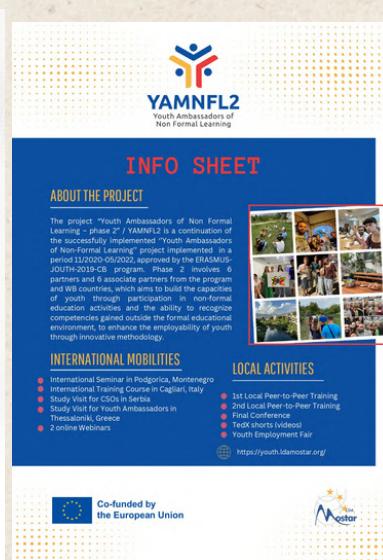
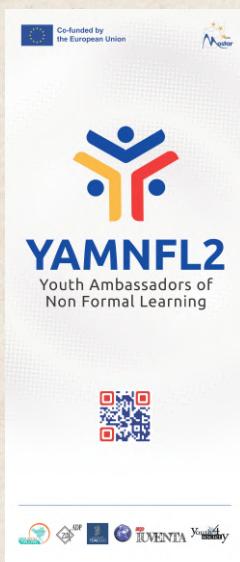
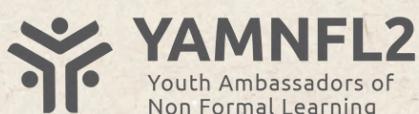
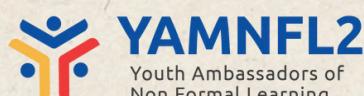


4. DISSEMINATION TOOLS AND MATERIALS

To ensure consistency, visibility, and accessibility across all communication efforts, YAMNFL2 developed a set of dissemination tools and materials that supported both online and offline promotion. These included the project's visual identity elements: logo, color palette, and templates, which ensured a coherent and recognizable appearance in all outputs.

Various communication materials such as brochures, posters, roll-up banners, infographics, and digital visuals were produced to promote project milestones and results. In addition, multimedia tools, including videos, social media visuals, and photography, helped convey key messages in a dynamic and engaging way.

Together, these tools and materials served as a foundation for effective storytelling and visibility, strengthening the project's presence across platforms and contributing to the overall sustainability of its communication efforts.

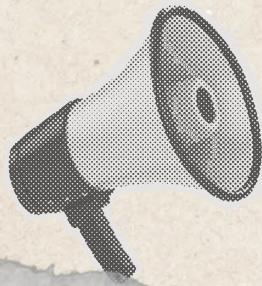




5. JOURNEY THROUGH THE PROJECT – TIMELINE OVERVIEW

The timeline that follows captures the evolution of YAMNFL2 from its inception to the completion of its key activities. It illustrates how the project unfolded through distinct yet interconnected phases, from initial coordination meetings and training events to local actions, dissemination milestones, and final reflections.

Each point on the timeline represents not only a completed task but also a meaningful moment of collaboration, learning, and impact among partners and participants. Together, these moments reflect the dynamic journey of YAMNFL2 and its commitment to empowering youth, fostering community engagement, and strengthening transnational cooperation across Europe and the Western Balkans.



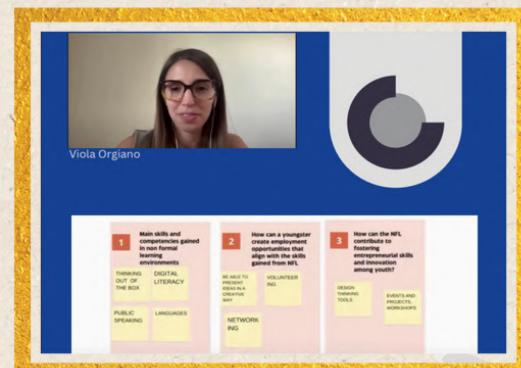
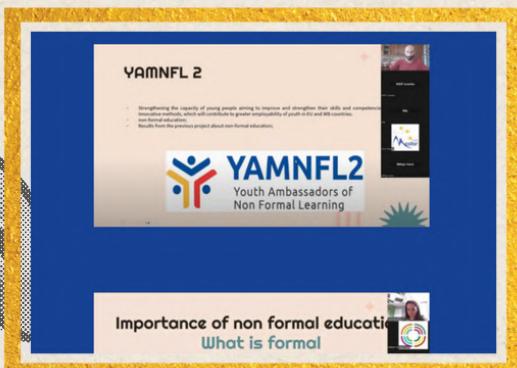
INTERNATIONAL ACTIVITIES



KICK-OFF MEETING – TIRANA, ALBANIA (07.-10.02.2024)



INTERNATIONAL SEMINAR – PODGORICA, MONTENEGRO (02.-08.06.2024)



WEBINAR 1 (12.05.2024.) & WEBINAR 2 (16.07.2024.)



TRAINING COURSE – CAGLIARI, ITALY (02.-08.08.2024)



STUDY VISIT TO CSOs - NOVI SAD, SERBIA
(10.-15.11.2024.)





STUDY VISIT - THESSALONIKI, GREECE (12.05.-17.05. 2025.)



FINAL MEETING - MOSTAR, BOSNIA AND HERZEGOVINA (02.-05.11.2025.)



LOCAL ACTIVITIES

FIRST DISSEMINATION CONFERENCES



GREECE



ALBANIA



LOCAL ACTIVITIES

FIRST DISSEMINATION CONFERENCES



BOSNIA AND HERZEGOVINA



SERBIA

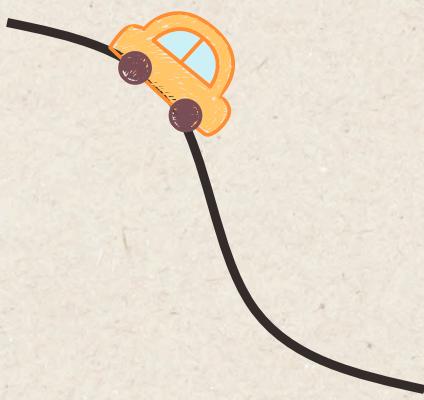


LOCAL ACTIVITIES

FIRST DISSEMINATION CONFERENCES



MONTENEGRO



ITALY



FIRST PANEL DISCUSSION



GREECE



BOSNIA AND HERZEGOVINA



FIRST PANEL DISCUSSION



ITALY



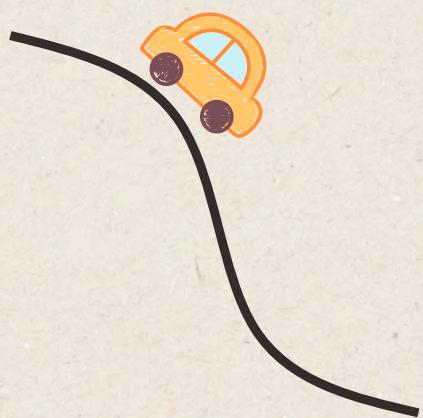
SERBIA



FIRST PANEL DISCUSSION



ALBANIA



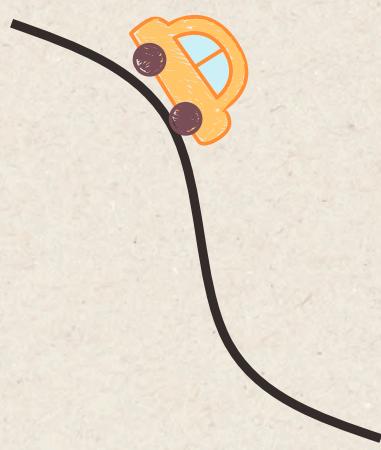
MONTENEGRO



PEER-TO-PEER WORKSHOPS



ALBANIA



BOSNIA AND HERZEGOVINA



PEER-TO-PEER WORKSHOPS



GREECE



MONTENEGRO



PEER-TO-PEER WORKSHOPS



ITALY



SERBIA

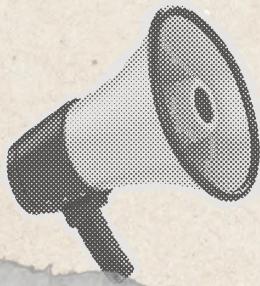
YOUTH EMPLOYMENT FAIR



GREECE



BOSNIA AND HERZEGOVINA



YOUTH EMPLOYMENT FAIR



ITALY



SERBIA



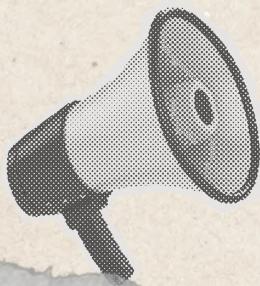
YOUTH EMPLOYMENT FAIR



MONTENEGRO



ALBANIA



LOCAL CONFERENCES



ALBANIA



BOSNIA AND HERZEGOVINA



LOCAL CONFERENCES



GREECE



SERBIA



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ITALY



MONTE NEGRO





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