



YOUth Space Link

COMMUNICATION PLAN



URBACT IV Transfer Network

YOUth Space Link

Duration of cooperation: **01.11.2025 – 30.04.2028**

Budget: **€750,000.00**

Lead Partner: **City of Lublin, Poland**

Other partners:

- **City of Alba Iulia, Romania**
- **City of Forlì, Italy**
- **City of Odense, Denmark**
- **City of Plasencia, Spain**
- **City of Sofia, Bulgaria**
- **City of Torres Vedras, Portugal**

<https://urbact.eu/networks/youth-space-link>

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INTRODUCTION

The YOUth Space Link network brings together diverse European cities that recognise the growing importance of youth spaces in supporting youth participation and inclusion. By connecting partners with different experiences, local contexts, and stakeholder networks, the project creates a strong platform for exchange, cooperation, and long-term impact beyond the project duration.

Youth spaces play an important role in creating accessible environments for meeting, learning, and community involvement. As a young person myself, I also experience the value of such spaces firsthand, using them almost daily for social, educational, and community activities.

The Communication Plan for the YOUth Space Link URBACT IV Transfer Network defines the overall communication and visibility approach of the project. It outlines the main communication objectives, target audiences, communication timeline, key messages and milestones, as well as the tools and channels that will be used to promote the network and its activities at both local and European levels.

This plan aims to ensure consistent, engaging, and accessible communication throughout the duration of the project, while increasing the visibility of the network, its partners, and the Youth Spaces model developed by Lublin. Particular attention will be given to digital communication, social media presence, storytelling, and the active involvement of young people in creating and sharing project content.

The Communication Plan also defines the roles and responsibilities of the Lead Partner, project partners, and experts in implementing communication activities and ensuring coherent dissemination of results. At the same time, it provides a flexible framework that allows partner cities to adapt communication actions to their local contexts and audiences.

Through coordinated communication efforts, the network aims to strengthen awareness of inclusive youth spaces, promote youth participation in urban life, and highlight the value of European cooperation within the URBACT programme.

Lublin, 29.05.2026

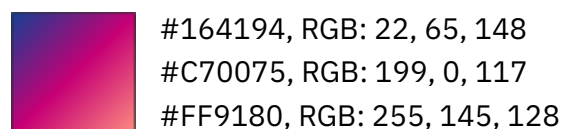
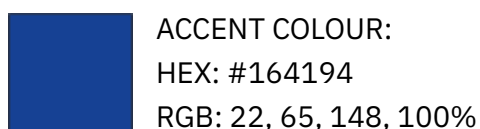
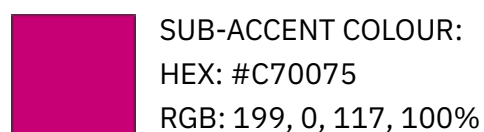
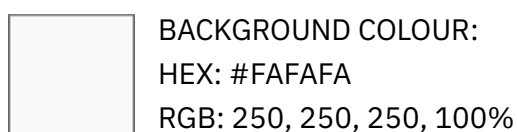
Volodymyr Vityk

Communication Officer, URBACT IV Transfer Network “YOUth Space Link”

BRANDING AND VISUAL IDENTITY

A strong and consistent visual identity is essential for building recognition, visibility, and engagement throughout the implementation of the YOUth Space Link network. The visual and communication identity of the network will be used consistently across all communication materials and activities at both transnational and local levels. This includes social media, presentations, publications, posters, websites, videos, event materials, and promotional content developed by all project partners.

COLOUR PALETTE



TYPOGRAPHY

MAIN TEXT Core Sans C

SECONDARY TEXT IBM Plex Sans

EXAMPLES OF GRAPHIC DESIGN



For more information about guidelines, styles, graphics, and templates, see *Annex 1*.

ACCESSIBILITY AND INCLUSIVITY

To ensure our digital and physical communication is barrier-free and consumable by all audiences, including those with disabilities, the network will adhere to the following standards:

- all video content, including interviews, reels, and event recordings, must include accurate subtitles, closed captions, alternative titles, and visible headlines,
- visual materials published on official websites and social media platforms should include descriptive alt text to support visually impaired users utilizing screen readers,
- official network publications, reports, and toolkits will be exported as accessible PDFs, utilizing proper digital heading structures, bookmarks, and readable layouts,
- following the network's visual identity, all graphic designs must maintain high color contrast and utilize the approved, highly legible typography (*Core Sans C and IBM Plex Sans*), in accordance with the guidelines provided by the URBACT Secretariat,
- recognizing that young people primarily consume information via smartphones, all digital content, website updates, and formats will be rigorously optimized for mobile viewing.

To foster a sense of belonging and ensure our communication reflects the diversity of the youth we aim to empower, all partners will uphold the following inclusivity principles:

- we commit to using non-discriminatory, respectful, and accessible language; we will actively avoid overly bureaucratic EU jargon in public-facing materials to ensure our message is easily understood by the general public and unengaged youth,
- both visual and narrative storytelling will actively reflect the diverse realities of young people across partner cities, ensuring the visible representation of underrepresented groups (including NEET youth, LGBTQ+ youth, youth with disabilities, and minority communities),
- all written and visual content will apply gender-neutral and gender-sensitive communication practices, avoiding stereotypes and promoting equality,
- while English (British variation) serves as the common working language of the network, project partners are strongly encouraged to translate and culturally adapt key campaigns and messages into their local languages to maximize grassroots reach and resonance.

NETWORK COMMUNICATION OBJECTIVES

To ensure the YOUth Space Link network achieves lasting impact, our communication efforts must look beyond internal project reporting. The following objectives focus on positioning our local work to influence broader audiences, drive stakeholder engagement, and shape European urban frameworks.

1. Increase the visibility of the YOUth Space Link among youth stakeholders in partner cities by publishing at least 35 social media posts per year, achieving a total reach of at least 20,000 users across network communication channels, and involving at least 500 young people in communication-related activities by the end of the project.
2. Disseminate the network’s actions and transfer results by producing at least 10 communication and knowledge-sharing materials (such as articles, videos, presentations, or newsletters) and presenting the project during at least 5 local, national, or European events by the end of the network implementation period.
3. Support the uptake of participatory youth governance and physical youth spaces within broader European urban policies, funding programs, and strategic frameworks.

The achievement of this goal will be monitored through social media analytics, partner communication reports, event participation records, and quarterly internal evaluations. Key indicators include the number of published posts, total communication reach, and the number of young people engaged in communication-related activities.

TARGET AUDIENCE

Target Audience	Characteristics / Interests	Examples of Stakeholders & Organisations
Young people and youth communities	Young people aged 10–30 interested in participation, creativity, wellbeing, culture, civic engagement	Youth councils, student governments, informal youth groups, Erasmus+ groups, youth NGOs
Underrepresented youth groups	NEET youth, LGBTQ+ youth, youth with disabilities, migrant or minority youth, youth from disadvantaged neighbourhoods	Inclusion NGOs, community centres, social support organisations
Municipal authorities and local governments	Decision-makers responsible for youth policy, participation, urban development, education	Municipal youth departments, mayors, urban planning offices, youth policy councils

NGOs and civil society organisations	Organisations working with youth, participation, inclusion, culture, volunteering	Youth NGOs, volunteer organisations, cultural associations, foundations
Educational institutions	Institutions supporting youth engagement and outreach	Schools, universities, vocational schools, student organisations
Youth workers and practitioners	Professionals working directly with young people	Youth workers, facilitators, trainers, social workers
European institutions and networks	Organisations involved in urban policy, youth participation, and EU cooperation	URBACT, Erasmus+ networks, Eurocities, European youth networks
Media and communication stakeholders	Channels increasing visibility and dissemination	Local newspapers, online media, radio stations, bloggers, youth media platforms
Local communities and citizens	Residents interested in community development and local initiatives	Families, neighbourhood residents, community leaders

STRATEGIC CONTEXT

The YOUTH SPACE LINK network brings together diverse partners with complementary experiences and expertise in the field of youth participation and urban development. Each partner works with a wide range of local stakeholders and communities, whose involvement is essential for the transfer process. Communication activities will therefore focus not only on visibility and dissemination, but also on strengthening cooperation, networking, and sustainable stakeholder engagement beyond the project lifetime.

KEY MESSAGES

EU LEVEL	MUNICIPAL LEVEL
<i>Connecting cities to empower YOUTH participation</i>	<i>Building cities with and for YOUTH</i>
NATIONAL LEVEL	LOCAL LEVEL
<i>Linking YOUTH spaces and communities</i>	<i>Creating spaces where YOUTH belong</i>

COMMUNICATION CHANNELS

To ensure the YOUth Space Link Network actually reaches its target audiences, we have structured our communication across various channels. This section outlines our operational grid, balancing the mandatory institutional platforms required for EU visibility with the dynamic, youth-driven social media channels necessary for genuine, ground-level engagement.

NETWORK'S PAGES

YOUth Space Link has two official accounts on social media: Facebook and Instagram. Both social media accounts share the same posts. What is posted on one account, has to be posted on another account, though the content may vary due to the different target audiences of those two social media platforms.



Like other URBACT IV Transfer Networks, YOUth Space Link has its own network page, which is regularly updated with official documents and materials, including the Transferability Study and Lead Expert articles.

OTHER

To ensure broad and effective reach, the network will embed its updates directly into the existing digital infrastructure of all seven partner municipalities, publishing regular project news and milestones on their **official institutional websites** and channels. On the physical front, an **official A3 project** poster shall be displayed in every partner organization's building to fulfill URBACT compliance and signal local activity. In alignment with our environmental sustainability goals, all communication will strictly follow a **digital-first policy**, meaning physical materials will only be printed when explicitly justified. Ultimately, all these efforts build toward the Final Network Product – a comprehensive package of our methodology, reports, and toolkits designed to export this youth space model to the rest of Europe.

Artificial intelligence may be used selectively to support communication activities where appropriate, such as content drafting, translations, or visual optimization. Its use should remain minimal, mindful, and always guided by human oversight and authenticity.

COMMUNICATION COORDINATION

ROLES AND RESPONSIBILITIES

Effective communication within the YOUth Space Link network relies on a clear distribution of tasks and a collaborative effort across all levels of the project.

Lead Partner

- Oversees the overall **communication consistency** across the network.
- Approves **major communication outputs** and deliverables.
- Coordinates EU-level visibility and representation.
- Maintains the **ongoing relationship** and reporting with the URBACT Secretariat.

Communication Officer

- Develops **the communication strategy** in cooperation with project coordinators and international partners.
- Creates **written, visual, and multimedia content** for websites, social media, newsletters, and publications.
- Designs and prepares digital and printed promotional materials, presentations, and visual assets.

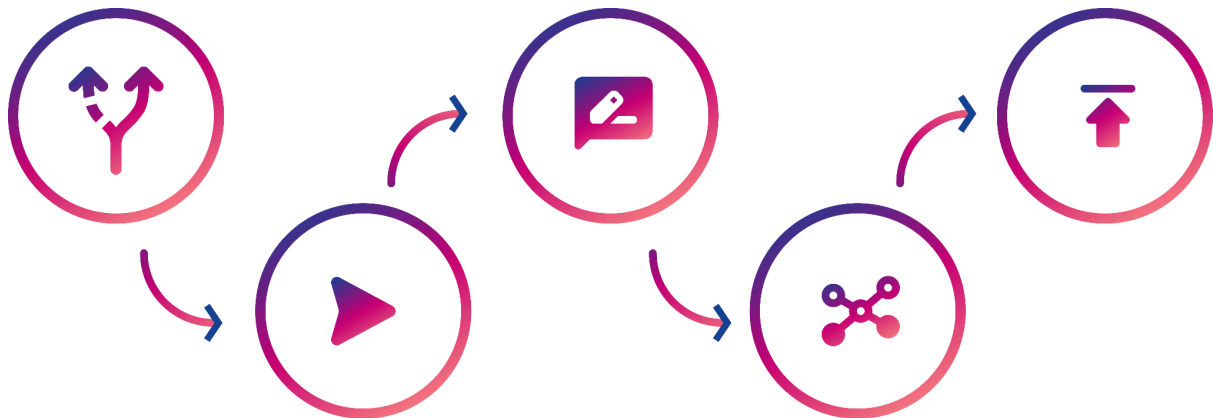
Project Partners

- Provide **local content** and activity updates on a monthly basis.
- Translate and adapt network content for **local audiences**.
- Publish **project updates** on their respective municipal channels.
- Nominate a **dedicated local communication contact person** to liaise with the network.

Youth / NGOs / Youth Workers

- Drive **youth-led storytelling** by actively participating in interviews, reels, and testimonials with the help of **Youth Project Ambassadors**
- Engage in the **co-creation of content** and contribute to network campaign ideas.
- Support outreach to local youth communities through authentic **peer communication**.
- Facilitate **grassroots dissemination** to ensure project messages resonate on the ground level.

MATERIAL CIRCULATION WORKFLOW



To maintain a steady and organized flow of information, the network will utilize a structured material circulation workflow:



preparation: local partners capture and prepare raw content (photos, text, quotes) from their local activities,



submission: content is uploaded to a shared cloud folder (Google Drive / Microsoft Teams), adhering to established content deadlines before major events,



review & adaptation: the Communication Officer reviews, edits, and adapts the content to fit the network's unified voice, branding, and visual identity,



distribution: finalized, polished materials are distributed back to all partners via the shared workspace,



publication: partners publish the adapted materials on their local channels, while the Communication Officer schedules them for the main network platforms.

PUBLICATION RULES

To ensure consistent branding and compliance across all partner cities, the following publication rules apply:

- all materials must strictly include **URBACT and EU visibility requirements** (including proper logos and funding disclaimers),
- all partners must use **the official network graphic templates** for presentations, documents, and social media,
- local Instagram and Facebook posts related to the project should tag the official YOUTH Space Link network accounts,

- we commit to adhering the **Children's Data Protection** and try by all means possible not to post photos with faces of underage people,
- partners should notify the Communication Officer prior to releasing major publications or launching large local campaigns,
- **English is the common operational language** for network-level communication, but local translations and adaptations are highly encouraged for municipal channels.

COORDINATION MECHANISMS

Continuous synchronization is key to ensuring the network remains operationally active and engaged. We will rely on the following coordination mechanisms:

- **shared editorial calendar:** a living document accessible to all partners to track upcoming posts, milestones, and content responsibilities,
- **monthly online meetings:** dedicated communication check-ins to review the editorial calendar, discuss KPIs, and brainstorm upcoming content,
- **transnational meeting coordination:** dedicated communication workshops and content capture sessions (videos, photos, interviews) during in-person partner meetings,
- **campaign planning:** structured preparation sessions scheduled ahead of major project milestones, deliverables, and key EU events.

KEY COMMUNICATION MILESTONES

The Key Communication Milestones section identifies the primary momentum and strategic opportunities throughout the network's lifecycle. It provides a structured timeline for key communication activities, detailing specific dates, actions, content formats, designated channels, and the individuals responsible for execution. Furthermore, this framework serves as a diagnostic tool to ensure that all planned activities directly align with our overarching communication objectives and establishes clear metrics for evaluating their success.

Period / Milestone	Communication Activity	Main Output / Topic	Target Audience
Project launch	Announcement of the network	Introduction of the network, partners, goals, and slogan	General public, stakeholders, youth
by 31st January 2026	Appointment of Communication Officer	Establishment of communication coordination	Internal partners
Month 1–2	Branding and visual identity development	Logo, templates, hashtags, communication guidelines	Internal partners

Month 2	Launch of social media communication	First coordinated social media campaign	Young people, local communities
by 29th March 2026	Publication of A3 network poster	Visual promotion material for local dissemination	Local stakeholders
by 15th May	News Articles about the Network	Introduction article on relevant media of Project Partners about the Network	EU stakeholders, local communities
by 31st May	Publication of partner introduction series	“Meet the Cities” posts presenting each partner city	General public, EU stakeholders
Throughout project	Regular social media communication	Event coverage, youth stories, behind-the-scenes content, study visits, quotes, project updates	Young people, stakeholders
Throughout project	News articles and website updates	Progress updates, local activities, achievements	General public, municipalities
Throughout project	Satisfaction research surveys about the network	Analysis of the satisfaction with the activities of the network	Stakeholders, Municipalities
Every transnational meeting	Communication campaign around partner meetings	Photos, videos, recaps, interviews, local highlights	EU audience, youth sector
Study visits	Documentation of good practices	Video/photo coverage, testimonials, best practices	Municipalities, NGOs
Local activities	Promotion of local workshops and co-creation activities	Invitations, participant stories, local visibility	Local youth and communities
Mid-project phase	“What Have We Learned So Far?” campaign	Key lessons, transfer experiences, partner reflections	EU and municipal stakeholders
Youth engagement campaigns	Youth-led storytelling campaigns	Reels, interviews, testimonials, day-in-the-life content	Young people
Participation in the city-wide campaigns	YOUth Space Link representation on the campaigns like European Youth Week, Erasmus Days, URBACT City Festival, Europe Day	Photos, posts, reels, local highlights	Local youth and communities
NGO engagement	NGO-related storytelling campaigns	Reels, interviews, good practices content	NGOs working with youth
Monthly meetings	Monthly communication coordination meetings	Sharing information and co-deciding on the issues of communication	Internal partners

Dissemination phase	Promotion of project results and tools	Toolkits, recommendations, methodologies	Municipalities, NGOs, EU networks
Final phase	Final campaign summarising project impact	Achievements, statistics, success stories	All audiences
Final event / conference	Final dissemination event communication	Event coverage, project legacy, future cooperation	EU stakeholders, municipalities
Project closure	Publication of final communication package	Final video, publication, infographic, social media summary	General public, partners

This table presents an initial and flexible overview of the planned communication milestones and activities. As the project develops, communication needs, opportunities, and priorities may evolve; therefore, the table should be treated as a dynamic working framework that may be continuously updated and adapted throughout the implementation of the network.

MONITORING AND EVALUATION

The monitoring and evaluation process will ensure that the communication activities of the YOUth Space Link network remain effective, visible, and aligned with the overall objectives of the project. Regular monitoring will help assess the reach, engagement, consistency, and impact of communication efforts at both local and transnational levels.

The evaluation process will combine quantitative indicators (KPIs) with qualitative observations, feedback, and partner reflections. Monitoring activities will be coordinated by the Lead Partner in cooperation with all project partners.

The following indicators were selected based on the planned scale of communication activities, the duration of the project, the number of partner cities involved, and the estimated outreach capacity of the network and its stakeholders. Target values reflect a realistic but ambitious approach, taking into account the existing communication channels of partners, planned dissemination activities, the expected frequency of content publication, and the strong involvement of local youth communities and stakeholders.

Indicator Category	Specific Indicator	Target / Method	Note
Digital Engagement & Reach	Instagram Followers	1200	Primary channel for youth/Gen Z audience.
	Facebook Followers	700	Primary channel for institutional stakeholders.
	Social Media Posts	75	Average of 3 per month across network channels.

	Reels & Video Views	10,000+	Cumulative views prioritizing short-form video content.
	Average Engagement Rate	5%	Focusing on interactions (saves, shares, comments) rather than just impressions.
	News on Partners' Websites	10	Spread across all 7 partner municipalities.
	Press Releases	5	Distributed to local and national media.
Participation & Community	Youth participating in campaigns	500+	Direct involvement in co-creation and communication activities.
	Testimonials & Stories Collected	15	Youth-led storytelling (videos, quotes, interviews).
	NGO / Youth Worker Engagement	50+	Local organizations actively participating in network events.
	Public Events & Visibility	93	Local dissemination and stakeholder events per year.
Impact & Knowledge Transfer	Transferred practices adapted locally	Tracking	Documenting at least one adapted practice per partner city.
	Examples of local policy influence	Qualitative	Monitored via partner reporting and policy updates.
	Case Studies Developed	7	Highlighting successful youth spaces or interventions.
	New Collaborations Initiated	Qualitative	Tracking new cross-sector partnerships locally.
	Partner Feedback on Transfer	Qualitative	Assessed via mid-term and final project surveys.
	Materials Published	10	Strategic documents uploaded to the official URBACT website (Transferability study, Communication plan, Improvement plan, Transfer plans, etc.).

BUDGET

The communication budget of the YOUTH Space Link Network supports the visibility, dissemination, and outreach activities implemented throughout the project duration. The budget is intended to ensure coherent and professional communication at both transnational and local levels, while allowing flexibility for partner cities to adapt activities to their local context and audiences.

Partner City	Indicative Communication Budget (€)
Lublin, Poland (lead partner)	28,250
Alba Iulia, Romania	5,000
Forli, Italy	4,420
Odense, Denmark	15,000
Plasencia, Spain	5,000
Sofia, Bulgaria	5,000
Torres Vedras, Portugal	7,000
Total:	69,670

The total budget of the YOUth SPACE LINK network amounts to €750,000.

Across the entire partnership, **€69,670 has been allocated to communication** and dissemination activities, including €28,250 within the City of Lublin's budget.

These resources will support:

- remuneration of the Communication Officer,
- production of promotional and visibility materials
- graphic design and visual identity development,
- purchase of graphic design and communication software licenses (e.g. Canva),
- social media campaigns and online promotion,
- photography, video production, and dissemination materials,
- printing and preparation of communication materials.

CONTACT



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