Ref. Ares(2025)2210748 - 18/03/2025

EHLA
European Healthy Lifestyle Alliance
Eat well, drink well, move



COMMUNICATION & DISSEMINATION PLAN

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Communication

Project overview EHLA

"Physical inactivity is a global epidemic" as it is the fourth leading risk factor for mortally globally In Europe 50% of adults are overweight and 20% are obese. This condition leads to Type 2 diabetes and many other diseases. These are societal chronic diseases a real public health problem at the European level. The World Health Organization (WHO) (2019) recommends at least 150 min of moderate activity or 70 min of vigorous activity per week to provide health benefits.
The EHLA Project aims to address physical inactivity, a global public health issue, by developing and testing innovative measures to boost physical activity. These measures will be incorporated into the activities of relevant stakeholders across Europe, with a focus on raising awareness and promoting healthier lifestyles. The project involves six partners across Europe, each contributing their expertise and local knowledge.

Partners

The following partners are participating in the EHLA project:

1. European Healthy Lifestyle Alliance (EHLA) - Belgium (Project Leader)
2. Surpass Sport Systems Limited (SurpassPort) - Ireland
3. Kinetic Analysis BV (KineticAnalysis) - Netherlands
4. Stichting SportDrenthe (SportDrenthe) - Netherlands
5. Unione Italiana Sport per Tutti Associazione di Promozione Sociale Rete Associativa Nazionale (UISP APS) - Italy
6. Istanbul Spor Etkinlikleri ve Isletmeciligi Ticaret AS (Spor Istanbul) – Turkey

Project Approach and Focus

SurPassport (WP2) and Kinetic Analyses (WP3) will research available tools for awareness-raising, aiming to identify three innovative and promising examples. Italy, Istanbul, Ireland, and SportDrenthe will serve as the 'test regions' for the implementation of these examples.
SportDrenthe will develop a campaign that incorporates the three chosen awareness-raising tools. It's important to note that during the first two work packages, the focus will be on content (not on innovation). This ensures that the fundamental message and approach are solid before delving into the innovative aspects.

Communication Objectives

- To raise awareness about physical inactivity and its consequences on public health.
- To disseminate the results and findings of the innovative measures implemented in the project.
- To encourage the integration of these measures into the strategies and activities of relevant stakeholders.
- To ensure effective knowledge exchange and collaboration among all partners and relevant stakeholders.

Key Messages

- **Physical Inactivity as a Global Epidemic**: Highlight the severity of the issue, especially in Europe, where 50% of adults are overweight, and 20% are obese.
- **Innovative Measures for Physical Activity**: Share the findings from the three most innovative measures tested during the project and their effectiveness in boosting physical activity.
- **Health Benefits of Physical Activity**: Promote the benefits of at least 150 minutes of moderate activity or 75 minutes of vigorous activity per week as recommended by the WHO.
- **Local Impact and EU-wide Reach**: Demonstrate how the project will affect communities locally, with a focus on how the findings will be applicable at the EU level.

Target Audiences

Primary Audience:

- Stakeholders in the health and physical activity sectors (e.g., policymakers, healthcare professionals, fitness organizations).
- Communities in the regions where the project will be tested (Belgium, Ireland, Netherlands, Italy, Turkey). Focusing on children.
- Individuals who are physically inactive or looking to improve their physical activity levels.

Secondary Audience:

- Academic institutions and research organizations focusing on public health and physical activity.
- Media outlets to cover the project's milestones and results.

- Other EU-level health and sports initiatives and networks.

Dissemination

Graphical Identity of the EHLA Project

Logo

The logo will serve as the cornerstone of the project's branding efforts. It will be used consistently across all communications and promotional materials. A color palette, typography, and supporting graphic elements will be aligned with the logo to maintain visual consistency across all tools and communications produced by partners. The logo will be drafted by SportDrenthe and shared among all partners for final approval.
Existing logo:

Visual Guidelines

To maintain a unified visual identity for the EHLA project, a set of visual guidelines will be provided. These will include color schemes, font choices, and other graphic elements to ensure all communications align with the project's brand.

Promotional Material Kit

Website

The project website will be created in English and will feature key sections such as:

- Project description and partner information
- Objectives and expected outcomes
- Activities and timeline
- News and updates
- Publications and downloadable materials
- Links to the Erasmus+ program

The website will be regularly updated to keep stakeholders informed about the project's progress and milestones.

Social Networks

Social media accounts will be set up across key platforms (Facebook, LinkedIn, Instagram and X) within the first three months of the project. These will be used to share regular updates, project activities, deliverables, and relevant content. Partner content and relevant EU information will also be shared to foster community engagement. Specific hashtags will be used to create a recognizable online identity for the project:

- #EHLA
- #HealthyLifestyle
- #PhysicalActivity
- #ErasmusPlus

Partners will be tagged in each post to facilitate resharing and broader reach.

Promotional Videos

Short videos will be created to promote the EHLA project and its activities. The videos will be available on the project website and social media channels in English, with subtitles available in partner languages (e.g., Dutch, Turkish, Italian).

Webinars & Virtual Events

Hosting online workshops, conferences, or discussions to engage the target audience, share results, and build a community around the project.

Infographics

Visual representations of key data or findings from the project, shared via social media or website to make complex information more accessible and engaging.

Articles

Partners will prepare articles for publication before and after key project events, meetings, and workshops. These articles will be published on partner websites and shared via social media. They will also be translated into the partner's native languages to ensure broad accessibility.

Online Press Kit

A digital press kit with high-quality images, logos, online leaflets and project information for media and other interested parties to download and use.

Printed Press Kit

Leaflets

- 200 copies of leaflets will be printed in each project language, resulting in a total of 1,000 copies distributed across all partners.
  These leaflets will include key project information, objectives, and how stakeholders can engage.

Roll-up Banners

- 6 roll-up banners (1 per partner) in English will be created for use at events and conferences.
- A roll-up banner in English for the final conference in November 2026 will be designed for a cohesive event presentation.

Posters

- At least 6 posters (A3 size) will be created and distributed, showcasing key project milestones and raising awareness about the EHLA project's objectives.

Duration

The duration of this project, as well as the corresponding Communication and Dissemination Plan, is from November 1, 2024, to December 2026. This timeline outlines the phases of communication, including the preparation, execution, and evaluation of dissemination activities, with regular milestones throughout the project's lifecycle to ensure ongoing engagement and effective communication of outcomes.

EC Rules

All communication, dissemination and exploitation materials will clearly state that the project was funded by the Erasmus+ Programme and the European Union.
Please make sure to add the mention “Co-funded by the European Union” at the end of each social media post.

For any other communication support, we will also add the logo of the European Union and the following sentence:

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European flag emblem and multilingual disclaimer


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