Includ-EU

Regional and local expertise, exchange and engagement for enhanced social cohesion in Europe

Report of Communication and engagement strategy

www.includeu.eu

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Introduction

Includ-EU project description

Funded by the Asylum, Migration and Integration Fund of the European Union (EU) and implemented in the period January 2020-September 2023, Includ-EU aims to contribute to building more inclusive and cohesive European societies by enhancing transnational knowledge sharing, cooperation, and partnerships between local and regional authorities in Greece, Italy, the Netherlands, Romania, Slovenia, and Spain.

Includ-EU capitalizes on the diversity of local expertise and approaches as well as existing policy and practice in the field of integration. The project focuses on:

a) improving knowledge and capacities to facilitate the integration of Third Country Nationals (TCNs);
b) implementing and assessing pilot projects that promote the integration of TCNs at the regional and local level;
c) establishing an informal network of regions and local authorities with different levels of expertise.

In line with this, a **communication and engagement strategy** targeting regional and local actors involved with integration has been developed. The strategy entailed the creation of a [project website](#) as main platform to gather materials on and stimulate exchange via periodic publication of new content, a newsletter, social media pages, articles and interviews to key local and regional actors, as well as the production of visibility tools (i.e. videos, photographic booklets, information materials, toolkits, and so on). Indeed, the above-mentioned objectives are strictly related to communication. Therefore, the communication and engagement strategy served to set the ground to and facilitate the following:

- to ensure visibility around the project and on the gathered evidence on integration good practices;
- to support the dissemination of knowledge gathered around integration initiatives and further promote existing good practices at local level;
- to enhance local and regional actors' knowledge and capacities to implement innovative integration measures;
- to create and strengthen informal and institutional networks.

More specifically, besides offering opportunities for face-to-face interactions, the project supported the creation of an informal network and nourished a virtual community of practice (Work Package 4: Fostering regional exchange on integration policy and practice between European regional and local authorities with different levels of expertise), which continuously encouraged project partners, participating regional and local authorities and external stakeholder to engage. The virtual component was also crucial to overcome the travel limitations linked to the Covid-19 pandemic,[1] as well as support the creation of the informal network. Moreover, the communication and engagement strategy also supported the **dissemination of knowledge** gathered around integration initiatives and further **promote existing good practices** at local level, which tend to mobilize small groups of actors, and are rarely systematized, disconnected or not visible enough beyond the contexts where they are implemented (Work Package 2: Improving knowledge and capacity of local and regional authorities to facilitate the integration of third-country nationals). Finally, the strategy was also crucial to display Includ-EU's contribution to the EU Action Plan on Integration and Inclusion, as well as promote and disseminate new practices that will inform the development of policies.

The Communication and engagement strategy as this report describes wasn't foreseen in the initial project structure, but was added during the amendment granted by the European Commission (EC) in September 2022. Indeed, while the Action initially foresaw to ensure proper visibility to its activities in line with EU/AMIF requirements, it didn't clearly set communication as a transversal component to reach the specific objectives the project was pursuing. However, the project's launch in 2020 coincided with the beginning of the Covid-19 pandemic, something which had consequences not only in terms of shifts in priorities of national, regional and local authorities but also on each Project component and the foreseen methodology for their implementation, as in-person activities were stopped or greatly reduced. In light of this, IOM, in agreement with the project partners, agreed to strengthen the virtual engagement component to compensate for the temporary impossibility of meeting in person, keep the exchange of best practices alive among stakeholders and continue to expand the network around the project. This aimed to start building interest in the project and, at the same time, capture the knowledge fostered within Includ-EU, use the webinar recordings to continue engaging the community and raise awareness on the topic and the value of interregional cooperation and mutual learning. In the Autumn 2021, the Consortium finally decided to present a request of amendment of the project activities to the EC so as to switch to the virtual modality as necessary. It was then finally added a comprehensive communication and engagement strategy that, while continuing promoting the EU support to the actions contributing to migrants' inclusion, also capitalized on the great results achieved in the first phase of implementation of the project and has continued extending the network of regional and local authorities and stakeholders committed to the integration of migrants.

Therefore, IOM and Includ-EU partners ensured the dissemination of the evidence produced through the action, information on events and project results through their own corporate means and media (e.g. corporate websites, communication products and actions such as newsletters, etc.). This efficient and cost-

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[1] The project's launch in early 2020 coincided with the outbreak of the pandemic, which severely impacted its activities as originally conceived.

effective approach allowed the broad dissemination of information to all relevant stakeholders, beyond the project partners and beneficiaries, including the general public.

In addition, the project website constituted an open platform for exchange at regional level, ensuring wide visibility to the project's achievements. The webinars and regional thematic workshops also constituted visibility opportunities for a wide range of experts, practitioners, social innovators, private sector representatives beyond the Consortium.

Other products (e.g. thematic briefings, reports of capacity building activities, video of pilot actions, final assessment report of pilot projects and catalogue of marketplaces, webinar recordings) will remain accessible in Includ-EU's and the partners' corporate websites upon the completion of the action, to ensure the dissemination of lessons learned and findings beyond the end of the project, thereby contributing to the Includ-EU sustainability.

Further dissemination has been ensured through IOM's and the partners' extensive institutional networks; e.g. IOM's regional and global network of offices and global corporate social media tools.

The strategy

The Includ-EU **communication and engagement strategy** entailed seven steps which are detailed below:

- Define the goals
- Define the audience
- Research the context and define the channels
- Set the look-and-feel & creativity
- Multiply the Includ-EU presence in the EU: the project Consortium and beyond
- Analyse the impact of the Includ-EU tools
- Draw conclusions and main lessons-learned

Define the goals

In order to support the **achievement of Includ-EU's objectives**, the communication and dissemination strategy has also set its own **functional goals**:

- To support the dissemination of the project results and ensure visibility around the project, thus showing the impact of European projects and their results on society;
- To equip the partners, and through them a broader range of regions and stakeholders, with knowledge, key competencies and tools to design and put in place more effective inclusion practices and policies;
- To create and strengthen informal and institutional networks, and to expand relevant stakeholders' network for collaboration;
- To gather evidence on integration good practices, support its dissemination and promote the exchange of good practices among European regional and local actors regarding migrants integration.

Define the audience

Through its channel, Includ-EU aimed to **reach a specific as well as a more generic audience**. Indeed, in order to contribute to building knowledge and capacities around integration and building the informal networks of regional and local authorities and stakeholders committed to it, one of the most important steps of the strategy was to define its target group, starting from the members of the Includ-EU Consortium. As its members reflect the wider target audience the project wanted to reach, each stakeholder involved operated as a sounding board towards its relevant networks, enriching connections and exchanges.

These additional stakeholders became the target of both the activities the project was organizing (i.e. the thematic webinars, the virtual study visits and exchange, and so forth) and the communication and engagement strategy itself. Besides representing the specific beneficiaries set by the AMIF Call for Proposals and therefore of the Includ-EU project overall, they reflected those whole-of-society, multi-level and multi-stakeholder approaches the project was promoting through its activities.

To sum up, the target groups were defined in line with the project goals and main actors, thus they included:
- Project Consortium (AER, IOM Missions in Greece, Italy, Romania, Slovenia, Spain and the Netherlands, ANCI Toscana, Department of Equality and Feminisms of the Catalan Government, City of Tilburg, Region of Crete, Municipality of Cluj-Napoca, Adult Education Center Jesenice)
- Other IOM EU Missions
- Local and regional authorities
- Civil society
- Migrant organizations
- Private sector
- NGOs
- Academia

Research the context and define the channels

In order to better understand the online context in which Includ-EU was about to operate and the **most relevant channels where to build a presence**, a research and consequent evaluation has been conducted.

This research began from two starting points: the online presence of the project Consortium (IOM Missions and Includ-EU partners) and the Includ-EU main target (regional and local authorities, as well as migrants). Considering their online presence, it has been decided to:

1. Develop a project website
2. Open two social media accounts: Facebook[2] [3] and Twitter
3. Create a newsletter
4. Develop and disseminate printed materials
5. Videos and pictures

1. Develop a project website

The website is conceived as an **open platform** where local expertise on inclusion can match migrants needs for information on local services and opportunities, and where local authorities can learn and exchange good practices at regional level.

Its goal is to promote the exchange of good practices between regional European actors and to bring the attention to new and promising approaches on migrants' integration. The content is structured via taxonomies. Information can be accessed navigating by country (each country has a sub landing page), macro area or category of user. Each category of user (local entities or migrants) has its own entry point to documentation and longread pages.

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[2] Internet Usage in the European Union - Internet User Statistics, Facebook Subscribers and 2022 Population for the 27 European Union member states https://www.internetworldstats.com/stats9.htm.

[3] Facebook daily active users (DAU) in Europe from 4th quarter 2012 to 2nd quarter 2023 https://www.statista.com/statistics/745383/facebook-europe-dau-by-quarter.
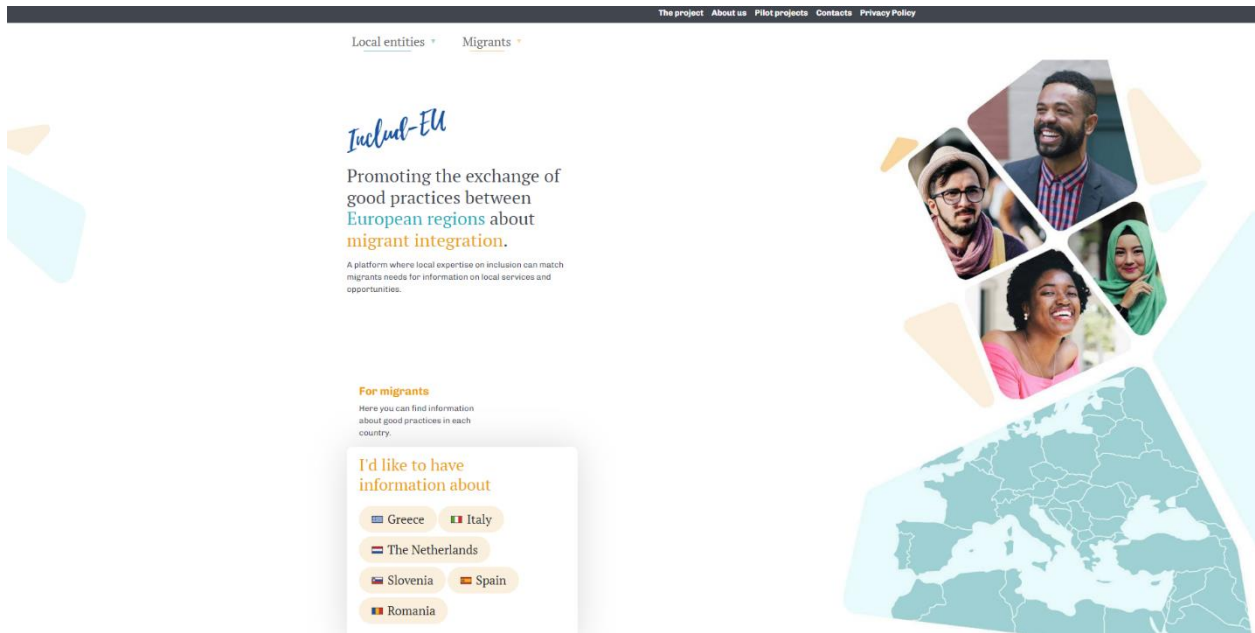
Image 1

The structure of the Includ-EU website entails:

- **Menu:**
    - The project
    - About us
    - Pilot projects
    - Contacts
    - Privacy Policy

- **Macro areas:**
    - Thematic areas we work on: Labour inclusion, Education, Health care, Active citizenship, Housing
    - Latest successful stories
    - Contact form: Share your project
    - Info materials
    - News and events
    - Partners

- **Footer**

Image 2

The Includ-EU website entails:[4]

- 264 articles
- 72 pages
- 342 images
- 64 documents

It received:[5]

- 18 messages via: Apply with a story
- 38 messages via: Contact us
- 159 subscriptions to the newsletter

In some cases, these messages allowed Includ-EU to enlarge its network and collaborations. In others, specific referral was guaranteed when receiving direct requests for support from migrants.

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[4] Last update 27.09.2023
[5] Last update 27.09.2023

2. Open two social media accounts: Facebook and Twitter

Includ-EU launched its **Facebook** and **Twitter** accounts on October 2021.

Image 3

Image 4

Posts, links, gifs, videos animate the project pages and have been used as a tool to strengthen the project network, engage with stakeholders, reach new audiences and update the followers with the most recent news and info on the project.

A strong **dissemination** of project deliverables have also been done on both social media pages.
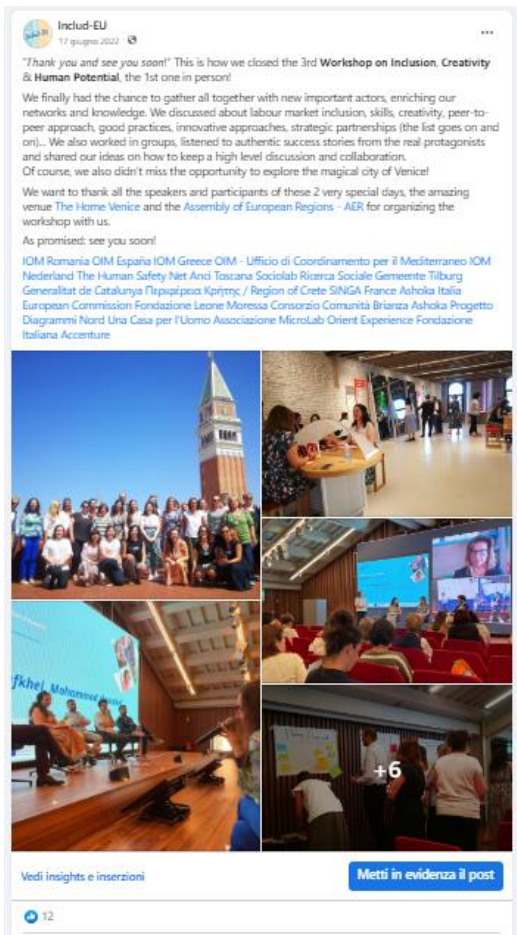
Image 5

Image 6
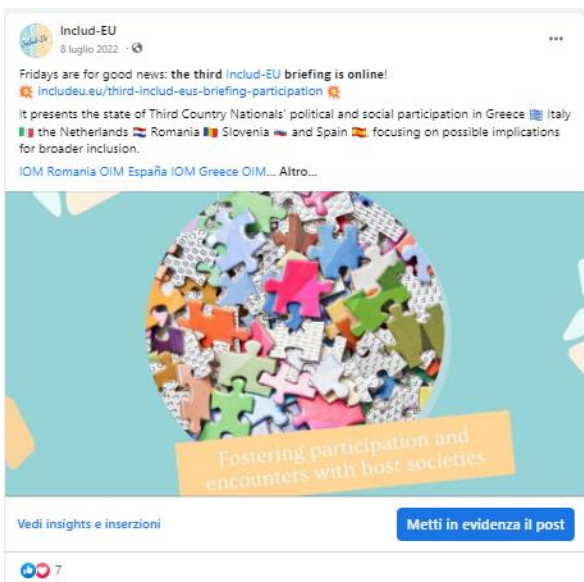
Image 7
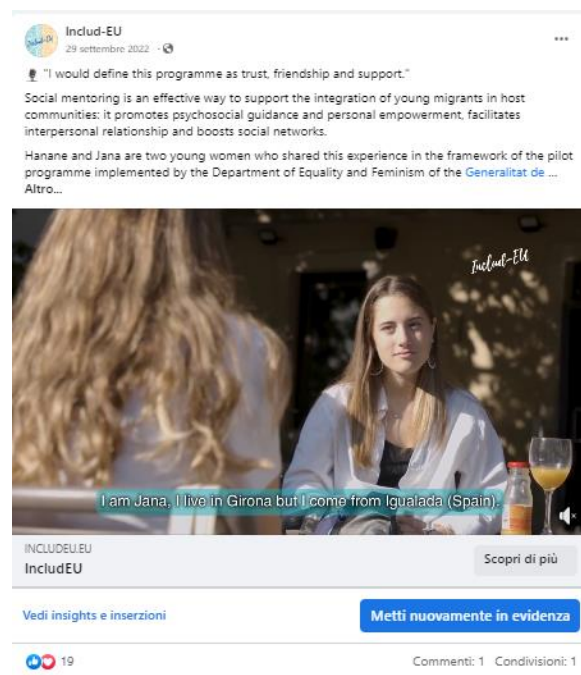
Image 8

Another important component related to the social media pages is related to the "**live posting**" during events, webinars, national dialogues, workshops, trainings etc.

Online and in-person events gathered a high number of participants and stimulated a high engagement on social media through original posts, comments and shared content.

When live-posting, a handles of the speakers and their respective organisations has been prepared in advance to make their messages resonated also within the online communities.

Furthermore, in view of the Includ-EU final conference and in a spirit of participation and cooperation, a Trello board with ready-to-go and editable content and graphic was prepared and shared among the IOM Missions involved in the project and the IOM Regional Office in Brussels. Content was also shared with the whole Consortium to guarantee a good diffusion of the event.

Image 9

Image 10

Image 11

Image 12

3. Create a newsletter

The wide community of the Includ-EU consortium and the high number of events and deliverables entailed in the project represented a big potential in terms of communication and networking. These two peculiarities led to the creation of the Includ-EU newsletter, whose first edition (out of four[6]) was launched in February 2022.

Each issue of the newsletter included an overview on the past and future activities of Includ-EU, such as: the latest updates on the project activities promoting the integration of Third Country Nationals in Europe, project deliverables, events, etc.
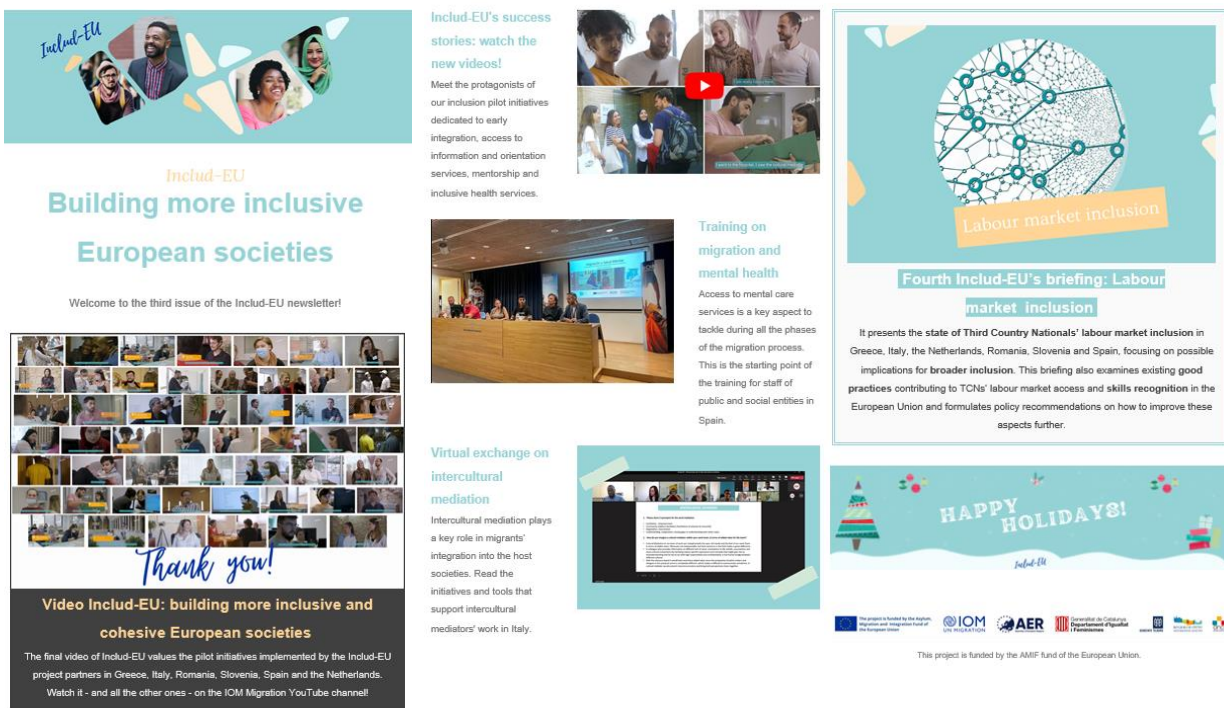
Image 13

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[6] Last update 27.09.2023

4. Develop printed materials

Flyers, thematic policy briefings and Includ-EU gadgets have been widely distributed via offline channels, too. Events, national dialogues, trainings, workshops and study visits, as well as national and local meetings and targeted deliveries have been the occasions to disseminate this branded material and promote Includ-EU values and activities.

Image 14

Image 15

Image 16

Image 17

5. Videos and pictures

The Includ-EU videos value the pilot projects implemented by the project partners on the key thematic areas outlined in the EU Action plan on integration and inclusion 2021-27: labour inclusion, education, health care, housing and fostering encounters with host communities. Each country – and partner – focused on a topic and presented the story of the protagonists of its pilot initiative.

Also the Includ-EU's final conference was captured in a video in which key speakers from the lead actor, the regional partner and the project donor report on the project's legacy with an eye to the future and the sustainability of its actions.

To better document certain project milestones and to make the reporting more lively, the Includ-EU project gathered many pictures to showcase the projects more significant initiatives. A photo gallery made by a professional photographer is available at this link, while a slideshow of pictures taken during the project implementation is accessible at this link.

Image 18

Image 19

Set the look-and-feel & creativity

Includ-EU adopted an inclusive and user-friendly design and language for its platforms and materials, ensuring accessibility and readability. The visual style is fresh and modern based on the Includ-EU brand essence. Colors and typography follow the logo's palette with a human and approachable look and feel.

The creative approach focused on:
- A clean and intuitive design
- Inclusive, respectful and gender-neutral language in accordance with EU Action Plan on Integration 21-27 and IOM terminology
- Use of images and content that reflect diversity and inclusivity
- Coordinated image and shared Lines to Take (templates)
- Real stories of beneficiaries (videos etc.)
- Written and live interviews
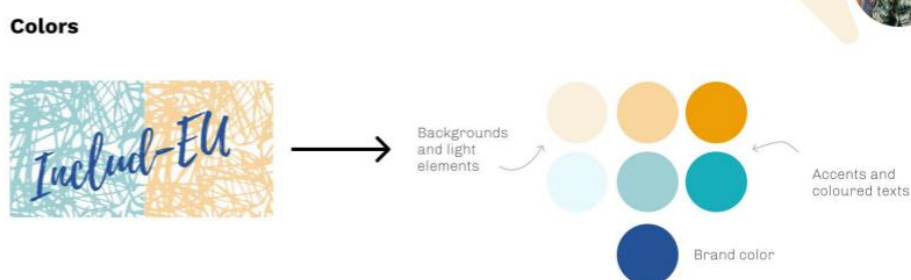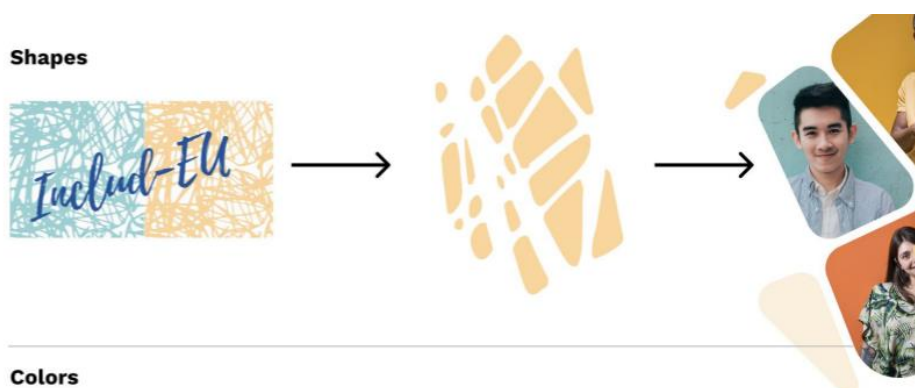
Image 20

Image 21

Image 22

Image 23

Multiply the Includ-EU presence in the EU: the project Consortium and beyond

The Includ-EU Consortium (AER, IOM Missions in Greece, Italy, Romania, Slovenia, Spain and the Netherlands, ANCI Toscana, Department of Equality and Feminisms of the Catalan Government, City of Tilburg, Region of Crete, Municipality of Cluj-Napoca, Adult Education Center Jesenice) made a big effort in terms of dissemination of the project results and activities.

During the 45 months of implementation, strong commitment and team synergies allowed Includ-EU to reach a wide audience and involve, from time to time, new stakeholders and beneficiaries of the project.

IOM

Each IOM Mission involved in the project presented Includ-EU on its website: Greece, Italy, Romania, Slovenia, Spain and the Netherlands.

Events, trainings and other activities were also published to showcase project's actions and reach new potential audiences, as well as create a storyline and awareness around the project. Some examples are:

- Greece: Includ-EU | IOM Greece
- Italy: Includ-EU | IOM Italy
- Romania: Includ-EU
- Slovenia: First Includ-EU training in Slovenia dedicated to effective... | IOM Slovenia
- Spain: El proyecto Includ-EU lanza la sexta formación en España titulada 'Migración y segregación en el ámbito educativo' en Barcelona | IOM Spain
- The Netherlands: Includ-EU: New Website aimed at Enhancing Integration in EU - IOM Nederland (iom-nederland.nl)

The leaflet of the project has also been translated in other languages (f.i. Dutch, Italian).

Image 24

Image 25

Image 26

In addition to a coordinated communication (such as the Trello for the final conference), IOM Missions also developed online and offline visibility material dedicated to the project in line with the main communication and engagement strategy, as well as tailored to each country. Indeed, the visibility content developed by IOM Missions served to showcase both the overall project activities and those implemented locally.

For example, IOM Romania created a video to present Includ-EU in Romanian; IOM Italy presented the project's briefings both in English and Italian on its website; IOM the Netherlands wrote a handout on best practices for setting up migrant advisory boards (soon to be launched); IOM Slovenia collaborated with a local professional to produce graphic notes of each training (the graphic notes provided an element of interactivity to the trainings and captured the main messages and take-aways of each event in Slovenian and English language); IOM Greece focused on social media communication; IOM Spain developed branded graphic material.

Image 27

Image 28

The dissemination and visibility strategy put forward by Includ-EU was also supported at the regional and global level of IOM, with its Regional Office for the European Economic Area, the EU and NATO in Brussels and Headquarters in Geneva.

Among the many actions, IOM Regional Office in Brussels disseminated the project's newsletter, events' invitations and the Includ-EU publications and outputs among its internal and external networks, as well as actively supported its social media presence; while IOM Global showcased the Includ-EU videos on its YouTube page and shared a story on the Medium profile.

In preparation for the final event, the IOM Regional Office in Brussels also supported the development and dissemination of a Media advisory to invite journalists in taking part to the Press briefing – High level dialogue.

Image 29

Image 30

Project partners

Project partners have been extremely active in promoting and disseminating Includ-EU initiatives, showing their great commitment to the project. In line with the local communication strategy pursued by IOM Missions, each partner promoted Includ-EU and their support to the project activities, with a view to multiplying the dissemination of results and lessons learned, thereby contributing to possible transferability and replicability of effective initiatives for migrants' inclusion.

The AER (Assembly of European Regions), as European regional partner, leading the *Work package 4 Fostering regional exchange on integration policy and practice between European regional and local authorities with different levels of expertise*, cooperated with IOM in many communication activities. Website articles, post-events emails, social media posting and advertising, network building are among the many actions they took to support the visibility of the project.
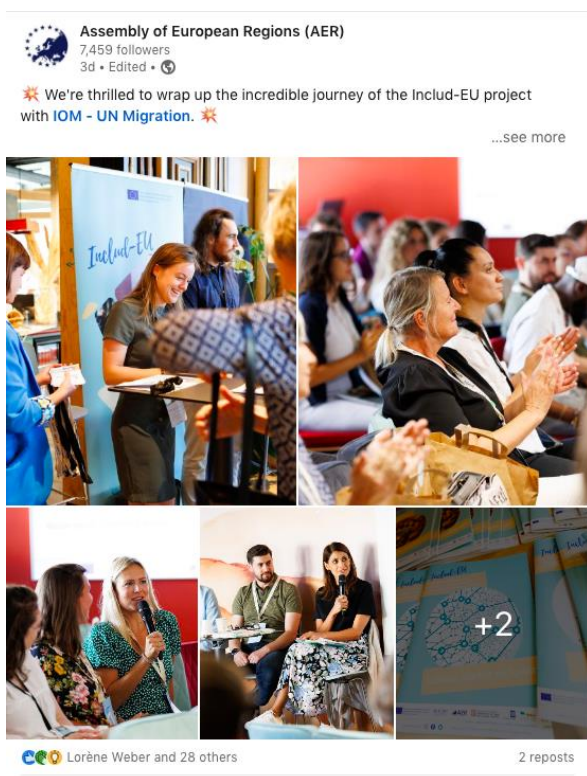

Image 31

Image 32

Image 33

The AER has been promoting the Includ-EU project with the member regions of its network on the occasion of onsite statutory events (such as the AER General Assembly 2022 and 2023), with the support of printed material, as well as and by re-sharing the content produced by Includ-EU main communication channel.
AER also promoted the cross-fertilization of the project: for instance, Includ-EU project has been presented at the marketplace during EPIC Final Conference organized by ALDA (June 2023) and some of its pilots were presented at the EU-Belong Transnational Event organized by AER and Pomerania Region (June 2023).

Image 34

Image 35

Local partners in Includ-EU countries strongly supported the project communication with their means. Social media have been particularly meaningful in sharing info and updates.

Among other activities, ANCI Toscana (Italy) developed the Guidelines for the design and management of housing transition pathways with a collaborative and inclusive approach (in English and Italian); the Department of Equality and Feminisms of the Catalan Government (Spain) promoted the project and its mentorship programme on its website; the City of Tilburg (the Netherlands) developed a flyer to promote the Refugee Advisory Board (soon to be published); the Adult Education Center Jesenice supported the social media posting; etc.
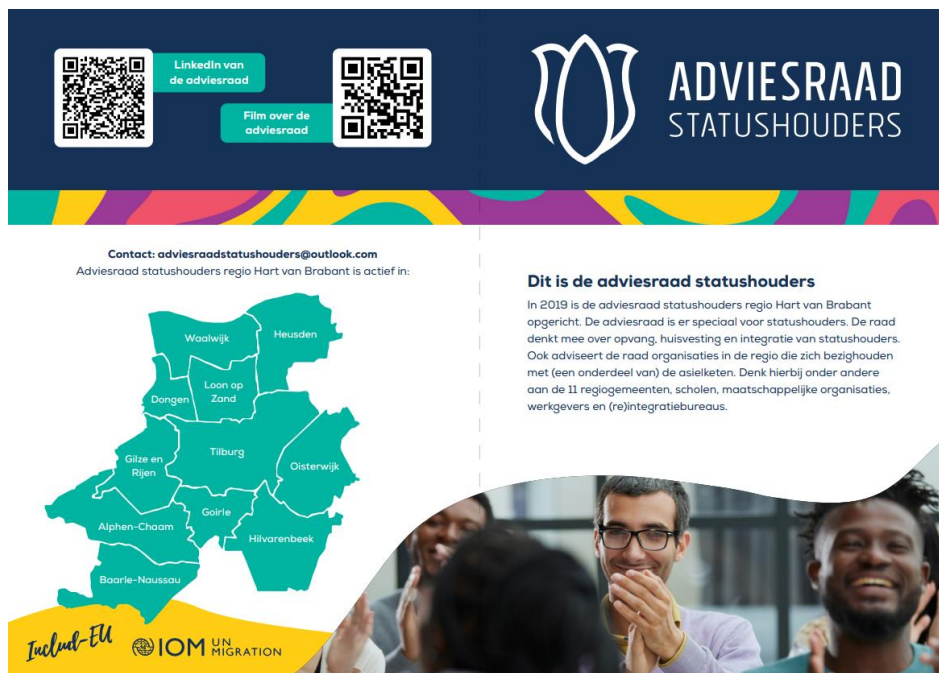
Image 36
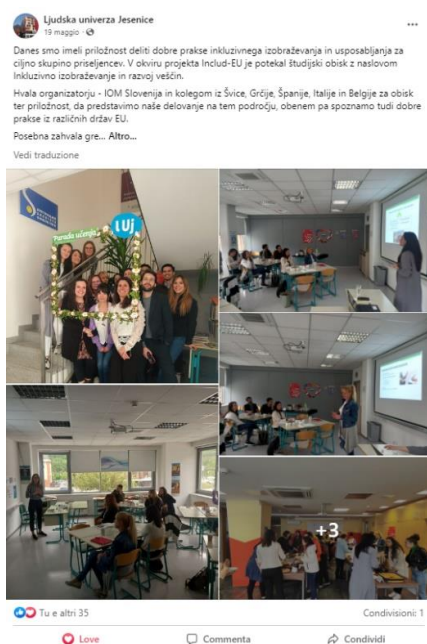
Image 37

Image 38

And beyond

The Includ-EU communication and visibility strategy also sought strategic collaboration with other relevant platforms thanks to a wide engagement action implemented by the project Consortium.

For example, the website www.integrazionemigranti.gov.it – *Vivere e lavorare in Italia* (Living and working in Italy) presented several news and events of the project. This website is particularly crucial in Italy for what concern the integration of migrants in Italy and is managed by the Ministry of Labour and Social Affairs.

Also the European Website on Integration showcased Includ-EU main activities, such as policy briefings and events.

Image 39

Image 40

Analyse the impact of the Includ-EU tools

Thanks to the big efforts in terms of visibility and dissemination made by the whole Includ-EU Consortium, the project managed to reach a wide public, both online and offline.
These are some of the most relevant figures of the Includ-EU online presence:

- **Includ-EU website:** www.includeu.eu
- **Includ-EU Facebook account:** Facebook.com/IncludEU.eu
- **Includ-EU Twitter account:** Includ-EU (@Includ_EU) / X (twitter.com)
- **Includ-EU newsletter:** Includ-EU newsletter - IncludEU

Includ-EU website

The **Includ-EU website** went online on October 2021. The last trimester, compared to the first one, saw a strong increase in terms of users (+402,4%) and new users (+387,9%).

Image 41 – Graph with users and new users of the Includ-EU website

In the last year (14.09.2022 – 14.09.2023), new users accessed the website mainly through Organic search (the non-paid search results from a search engine), with 10.413 views and 29.905 total actions.

Image 42 – How users reach the Includ-EU website in the last year

Image 43 – Number of views and total actions on the Includ-EU website in the last year

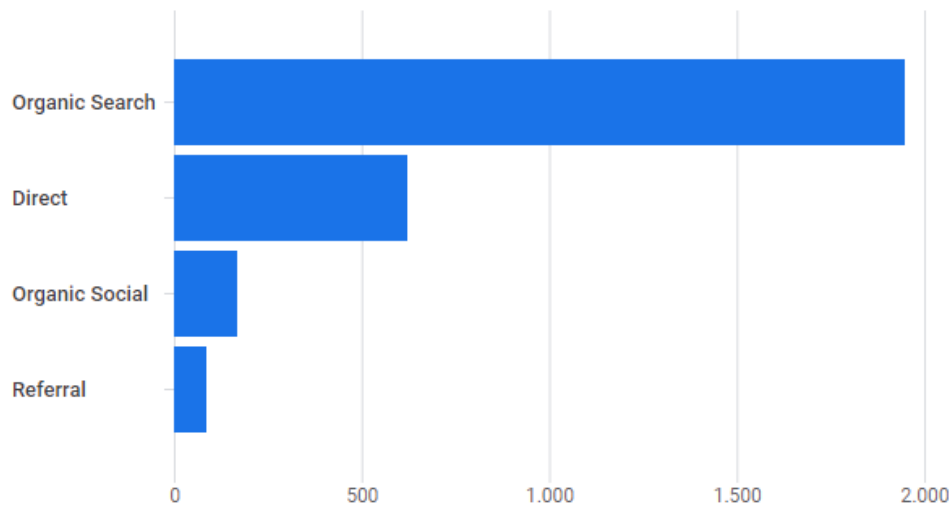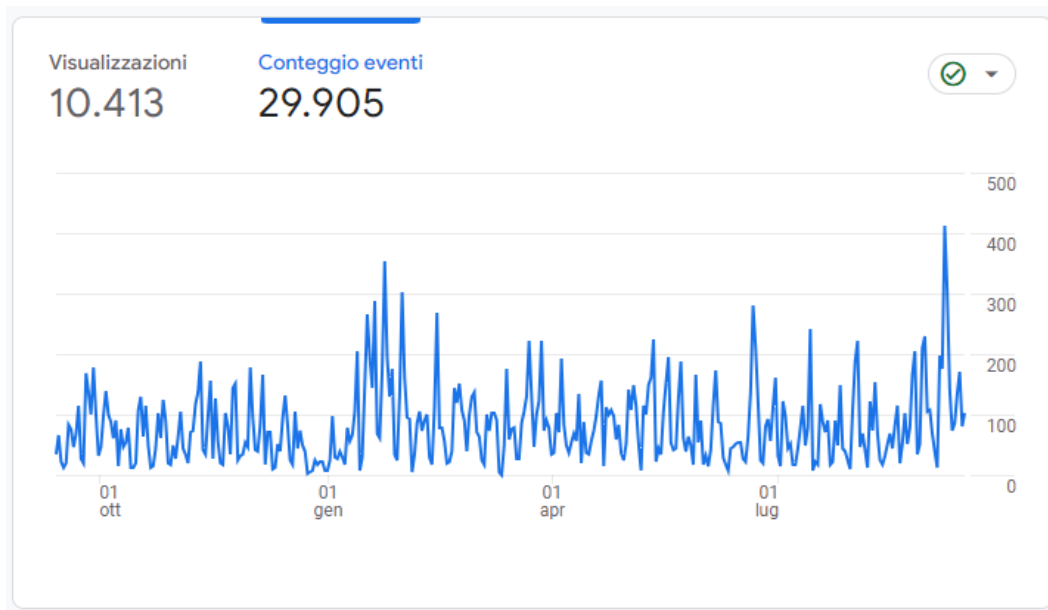| Titolo pagina e...asse schermata	↓ Visualizzazioni	Utenti	Visualizzazioni per utente	Durata media del coinvolgimento	Conteggio eventi Tutti gli eventi
	10.413 100% del totale	2.854 100% del totale	3,65 Uguale alla media	1 m 28 s Uguale alla media	29.905 100% del totale
1 IncludEU	1.723	494	3,49	0 m 46 s	4.999
2 The project - IncludEU	509	287	1,77	0 m 43 s	1.368
3 Pilot projects	437	188	2,32	0 m 55 s	1.018
4 News and events - IncludEU	342	15	22,80	3 m 28 s	719
5 About us - IncludEU	306	197	1,55	0 m 17 s	776
6 Housing in Italy	303	230	1,32	0 m 49 s	1.055
7 Health care in Romania - IncludEU	243	180	1,35	1 m 03 s	847
8 Housing in Spain - IncludEU	238	197	1,21	1 m 08 s	834
9 Info materials - IncludEU	228	58	3,93	0 m 36 s	488
10 Italy - IncludEU	194	105	1,85	0 m 20 s	459

Image 44 – The 10 Includ-EU most viewed pages

Paese	↓ Utenti	Nuovi utenti	Sessioni con coinvolgimento	Tasso di coinvolgimento	Sessioni con coinvolgimento per utente	Durata media del coinvolgimento	Conteggio eventi Tutti gli eventi
	2.854 100% del totale	2.828 100% del totale	2.992 100% del totale	58,85% Uguale alla media	1,05 Uguale alla media	1 m 28 s Uguale alla media	29.905 100% del totale
1 Italy	376	362	581	58,98%	1,55	2 m 28 s	7.152
2 Spain	326	313	378	60,1%	1,16	1 m 36 s	3.960
3 United States	219	212	174	67,18%	0,79	0 m 45 s	1.255
4 Romania	203	201	131	50,78%	0,65	1 m 10 s	1.310
5 Greece	190	188	172	60,14%	0,91	1 m 28 s	1.631
6 United Kingdom	170	169	125	55,8%	0,74	1 m 17 s	1.094
7 Belgium	140	131	193	60,31%	1,38	1 m 16 s	1.840
8 Netherlands	121	116	108	57,45%	0,89	1 m 05 s	1.070
9 Slovenia	105	99	89	56,69%	0,85	1 m 30 s	1.106
10 Germany	100	93	80	54,79%	0,80	1 m 07 s	823

Image 45 – The 10 countries with the most visits to the website

Includ-EU Facebook account

The Includ-EU Facebook account was set up in October 2021.

In the last 28 days (22 August 2023 – 18 September 2023), it registered:

- +145,6 per cent coverage of organic or paid distribution of projects content on Facebook, including posts, stories and ads. It also includes coverage from other sources, such as tags, registrations and page or profile visits
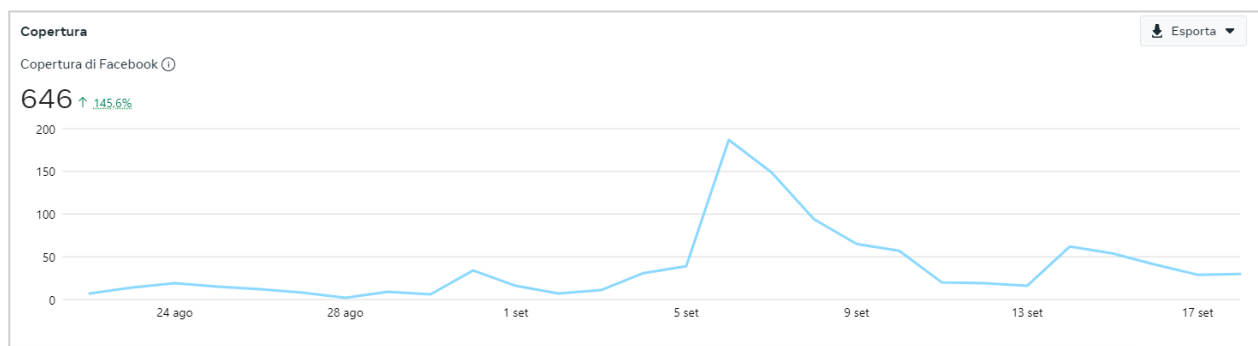
Image 46 - Coverage of organic or paid distribution of content on Facebook

- +577,2 per cent visits to page and posts
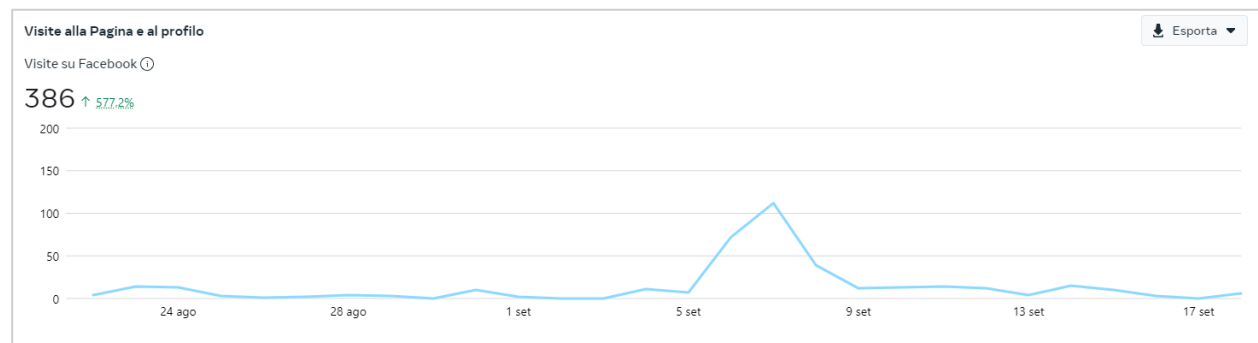
Image 47 - Visits to page and posts

- Its main public is made up of: 65,4 per cent women, 34,6 per cent men:
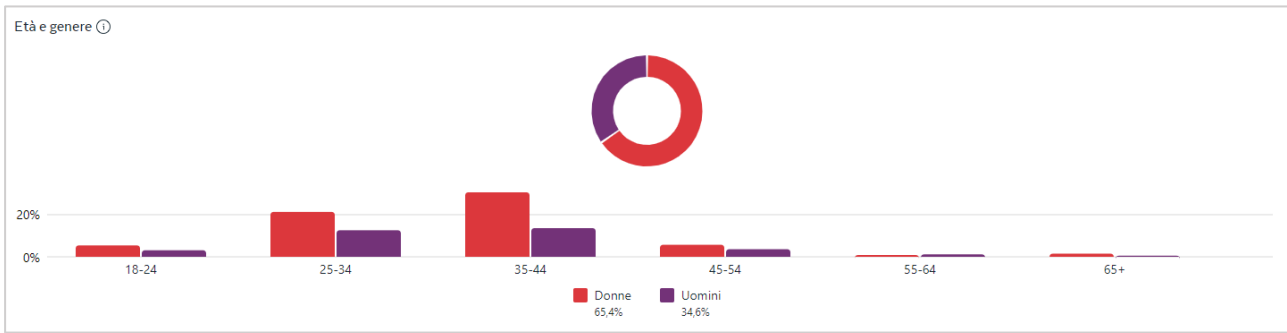
Image 48 – Main public

- Main countries:
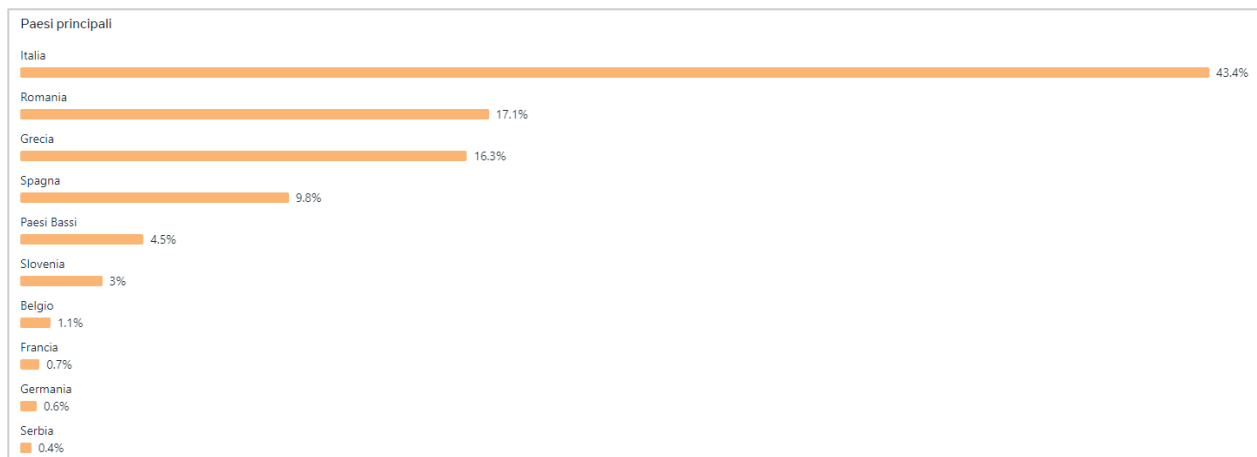
Image 49 – Main countries

Coverage of posts in the last 90 days compared to the previous 90 days:
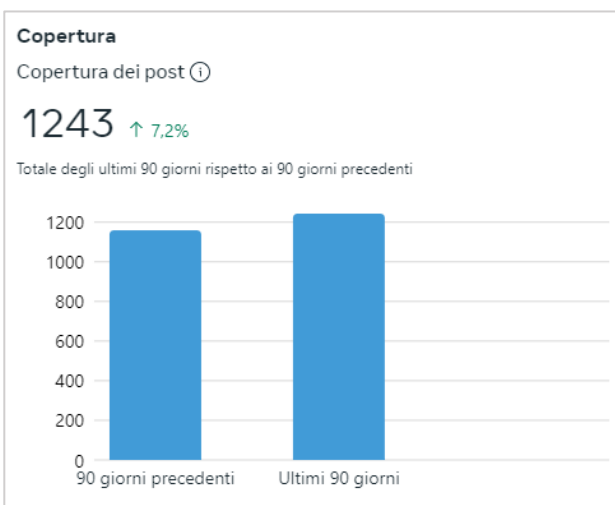
Image 50 - Coverage of posts

Interactions in the last 90 days compared to the previous 90 days:
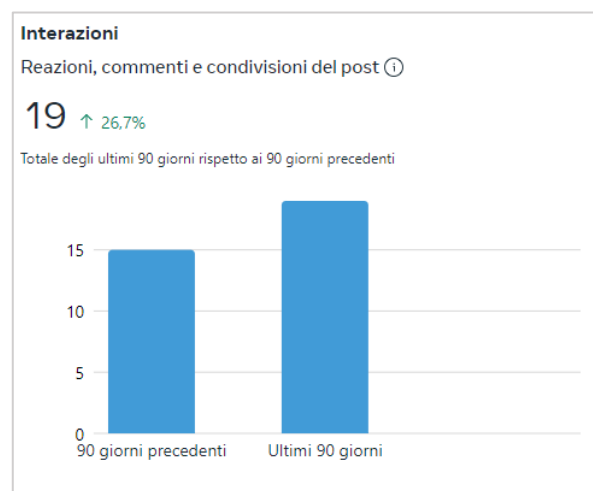
Image 51 - Interactions

Includ-EU Twitter account

The Includ-EU Twitter account has been established in October 2021.

In the last 28 days (22 August 2023 – 18 September 2023) it registered a significant improvement in terms of impressions and followers:
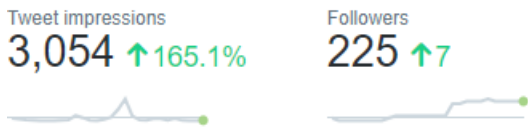

Image 52 – Tweet impressions and followers

Level of engagement in the same period (22 August 2023 – 18 September 2023)
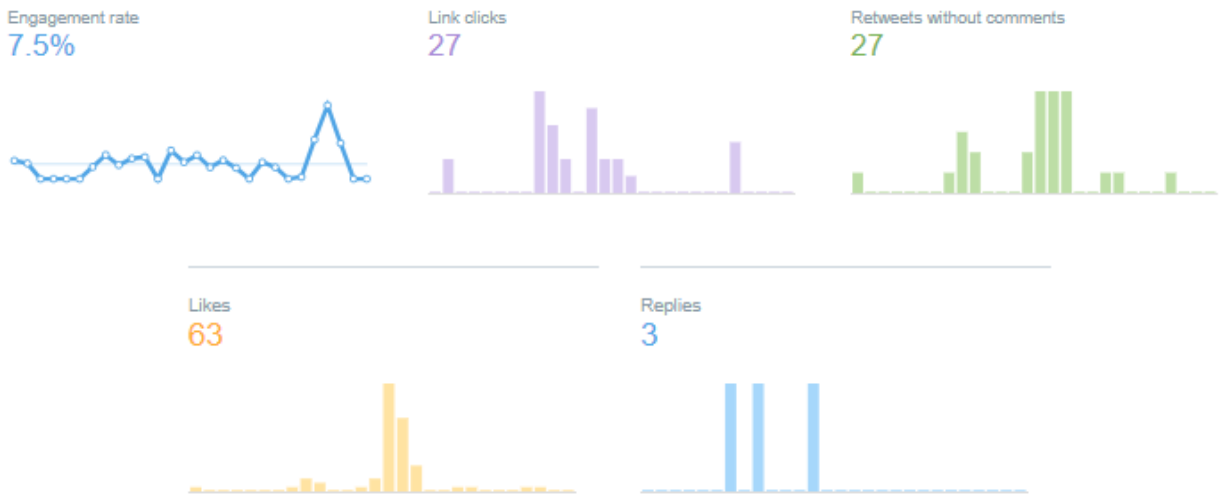
Image 53 – Level of engagement on Twitter

Top 5 tweets in the last 28 days (22 August 2023 – 18 September 2023)

				Impressions	Engagements	Engagement rate
Tweets	Top Tweets	Tweets and replies	Promoted			

Includ-EU @Includ_EU · Sep 7
"When projects end, the activities usually end as well. Actually, we all felt in these two days that this won't happen with the Includ-EU family and network".

@OIMItalia Director @LHartIOM closes this 2-day of exchanges, growth and collaboration with a look at the future. pic.twitter.com/2nsuzQzILC
View Tweet activity

284	57	20.1%

Includ-EU @Includ_EU · Sep 7
Today we focus on the #IncludEU results and lessons learned, outlining the contexts and needs in which the pilot initiatives promoting #integration at regional and local levels were implemented in their respective territory.

More on the pilot initiatives 👉 includeu.eu/pilot-projects
pic.twitter.com/TZguqN7IDf
View Tweet activity

256	14	5.5%

Includ-EU @Includ_EU · Sep 7
"European diversity is one of the strengths of our Union. There is still much to be done to realise equal opportunities" Albert Castellanos, President of @europeanregions.

💪 Kicking off the 2 day of the #IncludEU final conference! pic.twitter.com/NeLI1MG4So
View Tweet activity

295	27	9.2%

Includ-EU @Includ_EU · Sep 6
"We could use storytelling to explain culture and diversity, everyone loves stories. But we need patience, because inclusive societies take time. But just all together we reach change".

Nina Bjorby, vice-president of @europeanregions

#IncludEU #migrants #storytelling
pic.twitter.com/EsKEo96jzj
View Tweet activity

242	16	6.6%

Includ-EU @Includ_EU · Sep 6
"It is important to gather data because they represent our realities but they also explain realities. Data have the power to inform and policies should be based on data".

@LHartIOM Director of @OIMItalia

#IncludEU #migration #integration
pic.twitter.com/qEwCm6ndjX
View Tweet activity

236	29	12.3%

Image 54 – Top tweets

Includ-EU newsletter

The first issue (out of four[7]) of the **Includ-EU newsletter** was released in February 2022. Thanks to the subscriptions received on the Includ-EU website, its audience grew up significantly:

- February 2022: 4 subscribers
- July 2022: 78 subscribers
- December 2022: 100 subscribers
- June 2023: 133 subscribers

Also the open and click rate registered very good figures:

		Opens	Clicks
Includ-EU newsletter Regular · Includ_EU Tags: Includ-EU newsletter subscribers Sent **Fri, February 11th, 2022 4:33 PM** to 4 recipients by you	Sent / Classic Builder	50.0%	25.0%
Includ-EU newsletter_July 2022 Regular · Includ_EU Sent **Wed, July 20th, 2022 1:08 PM** to 78 recipients by you	Sent / Classic Builder	46.7%	10.7%
Includ-EU newsletter_December 2022 Regular · Includ_EU Tags: Includ-EU newsletter subscribers Sent **Wed, December 21st, 2022 12:29 PM** to 100 recipients by you	Sent / Classic Builder	42.3%	6.2%
Includ-EU newsletter_June 2023 Regular · Includ_EU Tags: Includ-EU newsletter subscribers Sent **Fri, June 30th 12:27 PM** to 133 recipients by you	Sent / Classic Builder	44.1%	6.3%

Image 55 – Number of subscribers, open rate and click of the Includ-EU newsletter

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[7] Last update 27.09.2023

Draw conclusions and main lessons-learned

The Includ-EU communication and engagement strategy managed to bring together different actors all over Europe around the same goal: supporting the project activities towards a more inclusive and cohesive European societies by promoting the exchange of good practices. The strategy was crucial to display the Include-EU's contribution to the EU Action Plan on Integration and Inclusion, as well as promote and disseminate new practices that will inform the development of policies.

Many online and offline communication activities were put in place during the 45 months of project implementation. Here are the main related conclusions, lessons learned and take-aways:

- Strategic content for an early engagement: considering the project overall goal, ensuring diversity of participants to the project events and in the relevant network, as to go beyond the "usual suspects", was paramount. To do so, the Includ-EU communication and engagement strategy focused on advertising its content on social media, thus reaching new audiences.
- Make communication more central: external communication is crucial in the project's path towards its goal. All consortium members, including partners, should be responsible for contributing to the delivery of the overall communication objectives.
- Sharing is caring: sharing a post on social media, forwarding a newsletter, disseminating offline material is always extremely important, and it always pays back. Thanks to this actions, Includ-EU was able to reach a very wide audience and enrich its network in terms of new connections and experience.
- The power of connections: connections help to "spread the word" and get in contact with new potential audiences. By doing so, Includ-EU was able to reach and involve in its action a high number of local, regional, national and European authorities; high level speakers; relevant NGOs; etc. These connections strengthen the project capacity to foster the exchange of good practices for the integration of third country nationals in EU.
- Communication doesn't have boundaries: in terms of time, space, tools, means, creativity, etc. It can go - and it is desirable that it goes - beyond a project end.

Taking into account the findings of this report, it is possible to claim that the communication, as a transversal area common to all work packages and thus to all activities, contributed to the achievement of the project's objectives, also strengthening the coordination around the project activities, as well as facilitating the setting of the informal networks of regional and local authorities and stakeholders committed to integration.