





ATLT

An Athlete Today
A Leader Tomorrow

ERASMUS + PROJECT: 10118467

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Communication materials

This deliverable refers to all communication and dissemination materials produced or planned throughout the duration of the ATLT project. It will encompass both the dissemination strategy and the sustainability plan to ensure that project outcomes remain accessible, visible, and impactful beyond the end of EU funding.

The **Dissemination Plan** will define the target audiences (e.g., young female athletes, sports clubs, decision-makers in sport), key messages, tools (website, social media, brochures, press releases), and timing for dissemination activities. It will also describe the role of each project partner in contributing to outreach and visibility.

The **Sustainability Plan** will outline strategies to ensure the continuity of the project's impact, including maintaining partnerships, integration of training modules into club or federation operations, and continued use of developed materials and networks. Special attention will be paid to integrating project results into the long-term strategies of involved organizations and leveraging the transnational network established through the project.

This deliverable will serve as a roadmap for ensuring visibility, engagement, and lasting impact of the ATLT project.

Dissemination Plan

Objective: To raise awareness of the project, engage stakeholders, and ensure wide visibility of its results across the EU and participating countries.

Phase 1: Preparation (Months 1–2)

- Appoint Dissemination Lead. Define partner responsibilities.
- Create Visual Identity & Templates: Logo, templates, tagline, and key messages.
- Develop Dissemination Plan: Define target groups, key messages, and communication channels.

Phase 2: Awareness & Engagement (Months 2–6)

- Launch Communication Channels: Subwebsite, social media (Facebook, Instagram).
- Create and Distribute Communication Materials: roll ups, flyers, newsletters.

Phase 3: Promotion of Outputs (Months 5–11)

- Promote Training Module and Workshop Results: Videos, testimonials, infographics.
- Engage Stakeholders: Present outcomes to sports federations and institutions.

Phase 4: Final Dissemination & Multiplication (Months 10–12)

- Host Final Event
- Prepare Final Dissemination Report: Summary of activities, outreach, and impact.

Sustainability Plan

Objective: To ensure the ATLT project results, tools, and partnerships remain active and influential beyond the funding period.

Integration into Partner Structures (Months 10–12)

- Embed training modules into partner club education programs.
- Use the module for annual female leadership training.
- Offer workshop format as a recurring event.

Maintenance of Online Resources (Months 11–12+)

- Keep subwebsite and materials online for 3+ years.
- Create a public digital archive (Google Drive).

Establishment of ATLT Network

- Formalize collaboration into an ATLT Women in Sport Network.
- Monthly online meetings and quarterly newsletters.

Search for Additional Funding

- Apply for local/national funding.
- Submit new Erasmus+ projects with expanded partners.

Engage New Partners and Multipliers

- Encourage other clubs/federations to use training module.

Monitor Long-Term Impact

- Conduct follow-up surveys at 6 and 12 months.
- Collect success stories from project participants.