

**Communications
Visibility
Dissemination
Valorisation**

GUIDE

**How to spread the word
about Suitcase Circus - SCREAM ?**

OBJECTIVES:

Communications: (the actions you will have to undertake in this booklet, doesn't replace the communications you will have with other partners by phone, emails, etc.)

- Give news about each other work and mobility experiences of trainers and professionals.
- Share good practices.
- Inspire each other.

Visibility:

- Give a clear acknowledgement of the funders (Erasmus+ programme / European Union).
- Do everything we can to ensure a wide visibility to this project and that people knows about it.
- Give people an easy access to the project information.
- Give more people access to this programme.
- Ensure partners' visibility











































Dissemination:

- Share with others what has been done during the project/mobility experience.
- Share the results and impact (testimonies, statistics).
- Inspire people and motivate them to participate in a similar project or to undertake the organisation of one.

Valorisation:

- Recognition of circus arts in non-formal and formal education.
- Highlight the work of trainers and professionals involved and their mobility experience.
- Prove them that other people are actually looking at what they have been doing in the project.
- Give them a sense of pride of being part of this project.
- Highlight the work of your organisation through this project.

PARTNERS' COMMUNICATIONS

	Way of coms	Newsletter	Photos	Video	Social Media	Media	Website update	Website: who update?	Website: Special page
Argentina	 	No	colleague	?		?	6	?	No
Australia FFFC		?	photographers	videographers	 	  	regularly	In house	N/A
Australia NICA									
Belgium	   		?	EVS vol, students		No	1/week	3 colleagues	Yes
Chile			Carolina / colleague	Colleague, young ppl			?	?	?
Estonia	  		Terje	Terje		When big event	>1/month	Terje & Marketing Mng	Not yet
Mexico		?  	colleague	Young people		No	1/month	Julio	More or less
Spain	 		colleague	colleague		 	>1/year	Pro outside organisation	No
UK EP	  		Raph/Ohiane	Raph /Ohiane	 	 	>1/month	Raph	Yes
UK NCCA									

Please feel free to contact Raphael@everythingispossible.eu if you have any questions.

WHAT TO DO?

Partners/organisation:

- Identify the person responsible of the Suitcase Circus - SCREAM visibility in your organisation and send his/her contact to Raphael.
- Create a space on your website/blog about Suitcase Circus - SCREAM and send the link to Raphael.
- Publish info about each person you send/host on your website/blog/social media - (with link to the Suitcase Circus - SCREAM website). The easiest option would be to publish the link to the testimony when it is published on the SC SCREAM website.
- Participate to the E-Newsletter if needed.
- Answer to the studies if needed.

About participants

- Raphael would like to send an email to each participant before they start their project, to explain them what they need to do. Please send the email of participants you are sending at least 2 weeks before their departure to Raphael@everythingispossible.eu. Please make sure they receive it and understand what they need to do.
- Make sure that the participants fulfil all the tasks they need to do. They need to send to Raphael, pictures and testimonies and some other information: [click here](#) for more information about those tasks.
- Support participants you are hosting to fulfil the tasks they need to undertake in order to ensure the visibility of the project.
- Give a certificate to the participant you host at the end of the project. [Click here](#) to download the certificate.

optional

- You're more than welcome to contact media (newspaper, radio, TV, blogs). If you do so, don't forget to mention that Suitcase Circus - SCREAM is funded by the Erasmus+ programme of the European Union. Please keep a copy and send it to Raphael
- If your organisation has a digital or printed newsletter, do not hesitate to publish news about the project. Again don't forget to mention the partner and send it to Raphael.

HOW TO DO IT?

1) Publish information about Suitcase Circus-SCREAM on your website.

There are two options (but you can do both!!!!):

- Create a special webpage on your website, publishing on it:
At least, a small presentation of the project in your language, the logo of SC SCREAM, funders logos, and an hyperlink to the Suitcase Circus-SCREAM/Suitcase Circus website (please use the bit.ly address: <http://bit.ly/1aDYz0l>).
If you want, pictures of your activities, descriptions of what you have been doing, links to others publications you developed for Suitcase Circus-SCREAM .
Ensure that this webpage can easily be found on your homepage/menu.
Once it's done please send the link to this page to Raphael@everythingispossible.eu
- Add a Suitcase Circus-SCREAM banner on your homepage website with the bit.ly hyperlink to the website: <http://bit.ly/1aDYz0l>

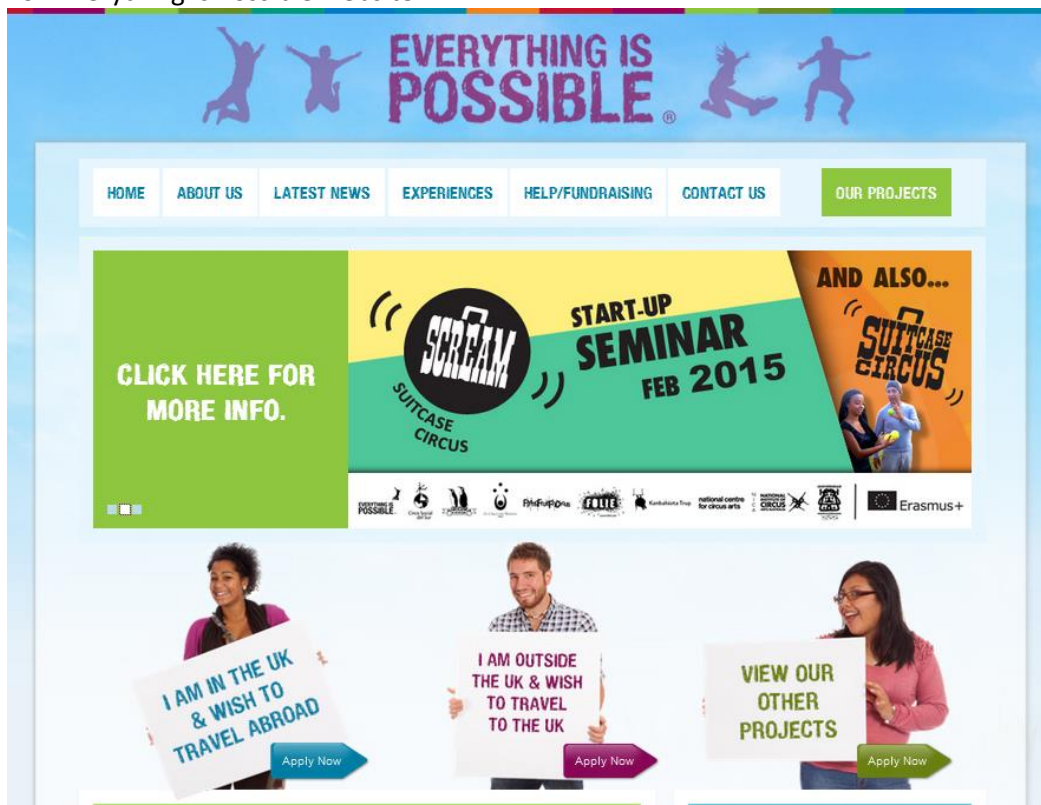
Note: In case you don't have a website, you can do that on any other online platforms you have: blog, social media account, etc.

Note2: We published banners (with your organisation logo) and logos you could use on: <http://www.suitcasecircus.eu/visibilitycomms/>

If you need other sizes/format, please contact Raphael@everythingispossible.eu

EXAMPLES of what Everything Is Possible has done on its website:

Banner on Everything Is Possible website:



Please feel free to contact Raphael@everythingispossible.eu if you have any questions.

Banner on Everything Is Possible's Partners' Space website: <http://www.partnersspace.eu/>



Special webpage on Everything Is Possible's Partners' Space website:



Suitcase Circus: SCREAM (Social Circus; recognising educational activity methodologies) has been developed by a partnership of organisations working in the field of Circus. Circus as an education field is unrecognised in many countries. Informal and non-formal education projects being delivered to young people with fewer opportunities through social circus are considered to be 'youth activities' with little recognition of the significant impact on young people's personal development. Circus degrees often referred to as 'Clown Degrees' again do not recognise the magnitude of the training, fitness and ability young people undertaking such studies must develop to achieve this qualification which is arguably one of the hardest degrees to gain.

We will concern our partnership with three objectives:

- The recognition of circus as a method of education
- The synergy to be achieved by partners from different educational sectors co-operating together
- Circus educators professional development to be achieved through international mobility



Watch the last circus project ran by Everything Is Possible:



Please feel free to contact Raphael@everythingispossible.eu if you have any questions.

2) Use the Suitcase Circus - SCREAM branding:

Please use the branding created for SC SCREAM on all documents you will create for this project (leaflet, videos, online webpages, exhibitions, posters, PowerPoints etc.)

- Always mention " Suitcase Circus - SCREAM " even if the logo only speak about Suitcase Circus.
- Always use the logo that you can download on : <http://www.suitcasecircus.eu/visibilitycomms/>
- You can also add the mention "International circus project for young people" or use the graphical element that you can also download on : <http://www.suitcasecircus.eu/visibilitycomms/>
- Try to mention the full name of the project on all documents produced about SC SCREAM, at least once: "Suitcase Circus - SCREAM (Social Circus; Recognising Educational Activity Methodologies)"

3) Never forget to acknowledge support from funders:

If you create/publish a printed or digital document (leaflet, video, online webpage, exhibition, poster, PowerPoint etc.) about Suitcase Circus - SCREAM you need to acknowledge the support from funders in publishing the two following elements:

- **Banner** with your organisation's **logo**, Everything Is Possible logo, Erasmus+ logo. We created ready to use banner which you can download on: <http://www.suitcasecircus.eu/visibilitycomms/>.
- **The mention:** "This project has been funded with support of the Erasmus+ programme of the European Union and organised by Everything Is Possible. This *[put the type of documents here]* reflects the views only of the author, and the European Commission cannot be held responsible for any use which may be made of the information contained therein."

Note: If a journalist is interested by the project, please ask him to mention that

- If you're in Europe: "Suitcase Circus – SCREAM" is a project supported by the Erasmus+ programme of the European Commission and organised by Everything Is Possible".
- If you're outside Europe "Suitcase Circus – SCREAM" is a project supported by the European Union and organised by Everything Is Possible".

Note2: Don't forget to send us a copy of any printed or digital document you create, or newspaper articles about Suitcase Circus – SCREAM!

4) Always add the address of Suitcase Circus – SCREAM Website on all your communications, printed and digital documents, online platforms and social media.

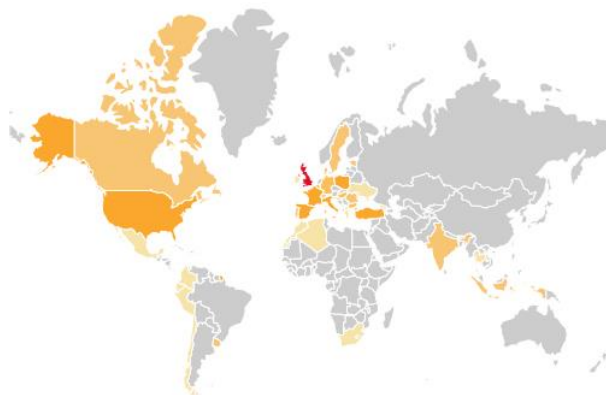
- If you create a printed document please add this address : www.suitcasecircus.eu
You can also add the QR Code to this website (if you have a phone you can scan this code and you'll get redirected to this website). You can get this QR code on:
<http://www.suitcasecircus.eu/links/>



- If you create a hyperlink (this generally look like this: [Click here, to visit Suitcase Circus – SCREAM website](#)) please use the bit.ly link: <http://bit.ly/1aDYz0I>. Bit.ly is a powerful tool to see how many people click on the link and from where. This would help us to evaluate the impact of this project.

View of the Bit.ly evaluation:

Geographic Distribution of Clicks



Top Countries (clicks / % of total)

United Kingdom	1,912	79%
United States	125	1%
Spain	124	1.0%
France	119	0.8%
Italy	116	0.7%
Turkey	114	0.6%
Poland	113	0.5%
Croatia	111	0.5%
Belgium	111	0.5%
Germany	110	0.4%
+35 more		

Who Shared a bitly Link to This Content



5) Encourage participants and other professionals involved to speak about the project and to publish on their own online platforms, printed/digital documents, social media, information about it.

Like you, they are the ambassadors of the project!

6) Produce pictures and videos

During the projects and mobility experiences (meeting with local partners, preparation, activities, certificates) don't forget to take pictures (and videos, if you want)

We are looking for pictures of you/teachers and participants **in action, not looking at the camera** (of course you can also do group pictures or pictures of participants receiving their certificate).

Tip: There are many young people with skills in photography and who may have a professional photo/video camera. Don't hesitate to ask them to take the pictures. It is always better to have professional quality pictures/videos! If you give me their names, I will publish it with the pictures.

Rules if you want to take a good picture:

- Select the highest quality you can on your camera/smartphone.
- Be careful with the sun light (windows)! It's is better when the sun light is on the back of the photographer.
- Flash is not always great but inside a building, pictures can easily be blur. So it can be good to always do one picture with flash and one without.
- We want pictures in action, but – if it's possible – you can also freeze the action: therefore the people looks in action and you've got less chance to produce a blurry picture.
- We need to see the face of the main character on the picture.

Here are some examples of good pictures:



Please feel free to contact Raphael@everythingispossible.eu if you have any questions.



Video (optional):

If you can, it would be great to do some videos that we could use for a final video about the whole project.

For the video it is the same than the pictures: videos of you and participants in actions, not looking at the camera. Try to not use the zoom too much and try to avoid movements.

Please feel free to contact Raphael@everythingispossible.eu if you have any questions.

7) Send articles to Everything Is Possible

We will ask to produce at some points articles about your activities, which we will publish on the Suitcase Circus-SCREAM website and on the Newsletter. This doesn't have to be long.

The most important is that you encourage your participants you send and the ones you host to do the work they need to do and produce the report.

Other news: You can also send us some news about your organisation activities (events) or about circus events you have in your country (festival, etc.)

Articles: You can write other articles for example about the benefit this project has on the local community. Here are some question you could ask to a local partner, audience, etc :

- Describe yourself and your role within your organisation (very short!! A few word or 5 seconds of interview)
- How do you think SC SCREAM benefit to the local community?
- Do you enjoy the SC SCREAM project?
- Do you think you would like to create or take part in a similar project?

Note: With each article (news)/testimony you will send us, please send 2 pictures to illustrate the text. The website is very visual and we need a picture for each post! Please send the picture in its highest quality to Raphael!

8) Share documents all around!

Publish regularly news about the project on your online platforms (website, blog), social media, newsletter, events, etc.

We will publish regularly news about the project and articles/report sent by partners/participants on the SC SCREAM website, social media (ours and the one that will be chosen during the start up seminar) and newsletter. PLEASE share this info, these tweets, these posts, these pictures/videos [...] as much as you can! You can use them and publish them on your own platforms, newsletter.

LIKE the post, RETWEET, SHARE, SUSBCRIBE....
And encourage the participants to do the same.

9) Send us the email address of participants and other contact you want to receive the E-Newsletter

There are objectives for the newsletter:

- Communicate about the project and highlight the SC-SCREAM activities,
- Share between partners, what has been done.

Participants/colleague/others

Therefore it is important that you send to Raphael@everythingispossible.eu an excel list with the email of each participants and their first name as soon as you can.

Partners

This newsletter is a nice way to show around that you are part of an international project. This newsletter will content your logo and one of the articles you will send us each month. Therefore you can send us as well, the email of any partners, local stakeholders you would like to receive the newsletter.

10) In the same way, encourage your participants, partners and other people involved or not to join the SC SCREAM social media!

11) On Facebook use the link @Suitcase Circus.....

12) On Twitter, use the link @SuitcaseCircusY

13) Contact the media.

Try to contact local and national media to see if they would be interested in covering the project.

If a journalist is interested by the project, please ask him to mention that

- If you're in Europe: "Suitcase Circus – SCREAM" is a project supported by the Erasmus+ programme of the European Commission and organised by Everything Is Possible".
- If you're outside Europe "Suitcase Circus – SCREAM" is a project supported by the European Union and organised by Everything Is Possible".

Don't forget to keep a copy (printed or digital) and send it to Raphael@everythingispossible.eu

Please feel free to contact Raphael@everythingispossible.eu if you have any questions.

14) Ask authorisation to publish.

Everything Is Possible will ask each partner to sign a paper giving EP the right to publish all pictures, videos and testimonies you will send us. This is a way to protect us and make sure that we will not have to change a video because finally someone doesn't want to be on it.

You can ask participants and other people involved to sign a similar paper to protect yourself. You can find an example on: <http://www.suitcasecircus.eu/authorisation/>

In the case someone doesn't want to be on pictures, ask him/her (if she/he doesn't mind) to stay on the left or right, so he/she doesn't appear on the pictures/videos. But make sure that he/she will enjoy the activities as much as the others!

In case the activities include some children and you don't have the right to film them, don't forget you can still film them from their back.... Nobody will recognise them!