

YOUTH INTEGRITY

ambassadors programme

CAMPAIGN TOOL



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Something about YIAP...

Youth Integrity Ambassadors Programme (YIAP) aims to train and **empower young people** and make them active **Ambassadors of Integrity** in Sport.

36 young people were selected to test a new educational program built by the Youth Sport and Integrity Expert Committee to acquire knowledge and competences on management, **digital tools**, and values such as democracy, equality and fairness to support their role of ambassadors of integrity and active and responsible citizens at multiple levels.

YIAP ambassadors will implement national campaigns and present them through a final toolkit and a video, to further spread and disseminate the message.

Objectives of the tool



Support the young ambassadors to promote their campaigns to spread sport integrity messages across Europe



Empower the YIAP participants with the right knowledge and tools to imagine and develop their campaigns



Foster youth creativity and answer their transformational needs



Build purposeful promotional strategy to change knowledge, attitudes, behavior or policy in a specific, intended audience using promotional techniques and activities

Key messages to disseminate through the campaigns



The need for a bigger youth participation within the sport sector emerging among young athletes and volunteers



The need, from different sport organizations, of treating topics such as integrity and value-based sport



The need to work on awareness raising and sharing best practices toward creating a culture of integrity within the sports community



To promote sport as a framework for personal, social and learning skills and promoting tolerance, solidarity, inclusiveness as well as other sport and EU values



The need to “refresh and youth-up” the approaches for tackling dishonest, chicanery and crooked practices within the sport sector



Important steps to build an effective communication campaign

- Define a purpose
- Form a team
- Define a target audience
- Decide on the form of the activity
- Define the key messages
- Find the right channels
- Be creative and look for good practices to be inspired by
- Create a visual identity
- Be inclusive
- Have fun ☺

How to define your purpose/goal?

- Shape the idea and start imagining which contents might work better
- Take note of all the actions you would like to implement
- Check the sustainability of the actions in terms of resources (people, tools, money, ...)

Audience/Target groups

The communication activities focused on raising awareness and delivering key messages to the following groups:

1

Young people

Young people, that both be key actors and main receivers of the dissemination strategy.

2

Young people in sport

It's important to reach young volunteers, young athletes, young staff and any young people involved in sport, to also give them the tool and knowledge to promote and defend integrity in sport

3

Sport organisations

NGOs, federations, clubs and individuals that work regularly in the sport fields, at local, national and international level

4

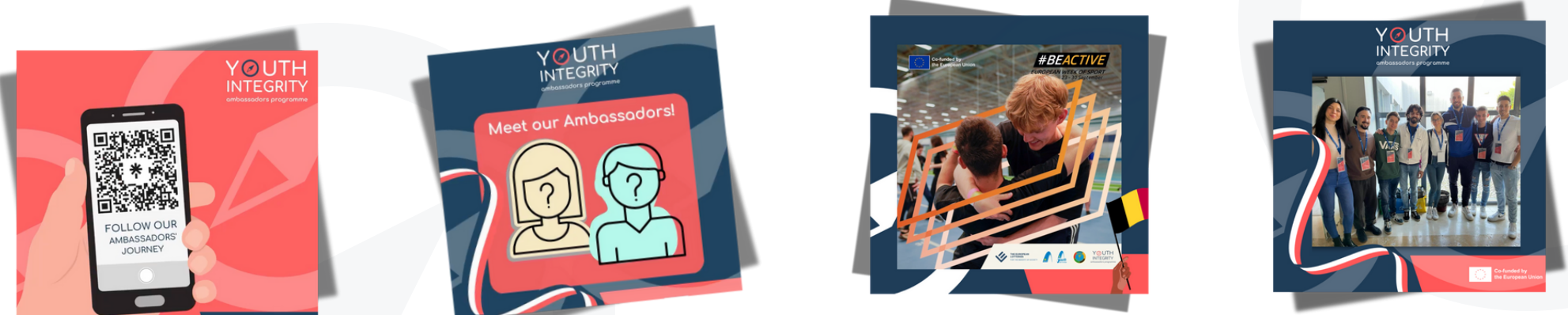
Policy and decision makers

The Recommendation created by the YIAP ambassadors for Sustainable Youth participatory Mechanism are addressed both general (European) and specific (national/local) tips for supporting youth participation within the sports sector in a sustainable way.



How to reach your target group/audience?

- Define a clear **target group** and set the goals you want to reach in terms of numbers
- Make a research, collect data and agree on the most appropriate **channels** to attract such group
- Use different channels, if needed, but always remember to **adapt** the key messages to the target audience of the different channels - the same contents don't work the same on X, Instagram or TikTok
- Make your campaign visible through a **consistent visual identity**
Don't be afraid of being creative!



What to check to evaluate your campaign?

- ? Purpose/Objectives
- ? What activities did you do?
- ? Target/People reached or engaged
- ? Stakeholders involved
- ? Roles
- ? Challenges
- ? Tips for improving your action in the future
- ? Follow-up



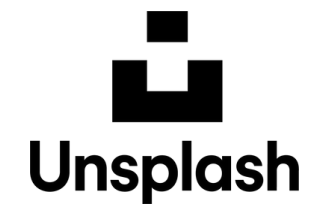
Useful Tools

Here's some tools online, all of them with a basic and free version, that can support the creation of contents for your campaign, or the dissemination:

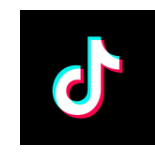
Create contents with:



Find quality pictures on:



Share your contents on:



Read the Campaign Toolkit in:



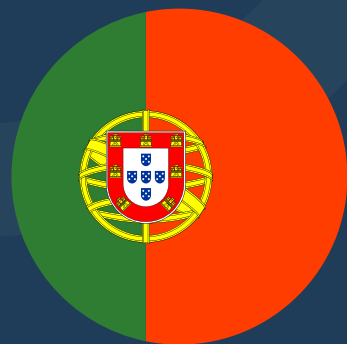
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