



WLVT
We Lead Volleyball Together

Communication plan



Co-funded by
the European Union



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1. Goal

In general the communication approach will be to create a culture of gender equality where both genders work together to utilize their full potential in the sports environment.

2. Target groups

In the schedule below, an overview of the different target groups and the expected impact which the Partners Organizations are the messenger off.

Target group	Impact
16-20 years old boys & girls	Develop skills, become role models, active in clubs and become future coaches, board members, referees and club volunteers
13-15 years old boys & girls	Receive more matching sports offer, involvement in the club, participate in the sport activities lead by 16 – 20 years old, inspired to become a Young Leader in the future
Staff education Young Leaders (male/female)	Knowledge development (female) leadership, awareness of barriers and success factors, skills development, high quality courses
Staff policy makers / public / community	Aware of glass ceiling, sharing messages WLVT, involved to make the change towards inclusion, inclusive leadership. More inclusive clubs/schools.
Role models & Advisory Board (male/female)	Share expertise, international promotion, be a role model and an inspiration
Board/ faculty directors of all organisations (internally)	Aware of their own position and role as part of the leadership system, enhancing sustainability after the project.

3. Campaigns

Our communication strategy consists of two key campaigns: the recruitment phase and the awareness campaign.

3.1 Recruitment Phase

The recruitment was done in two phases as the implementation was done in two rounds: February 2024 till December 2024 and September 2025 till December 2025.

The recruitment phase aims to attract clubs, club mentors, and Young Leaders to participate in the project. Recruitment should commence no later than September to align with clubs starting the project around December 2024.

3.2 Awareness Campaign

From February 2024-May 2026.

The awareness campaign aims to optimize general understanding of the significance of female leadership. We will carefully curate male and female role models in leadership positions to both inspire young girls and educate boys on gender roles. This comprehensive campaign will include an initial awareness video, followed by country-specific training program videos, articles featuring two good practices per organization, and digital visuals designed to empower girls in pursuing leadership roles. Our goal is to effectively engage with 1,550 clubs across four countries.

4. Communication approach

4.1 Press releases

Press releases will be issued at the beginning and end of the project to announce key milestones, achievements, and outcomes. The initial press release will introduce the project, its goals, and the participants involved, while the final press release will highlight the project's accomplishments, key learnings, and future implications.

4.2 Toolkit

There will be a toolkit available to streamline communication efforts and maintain consistency in branding and messaging. It includes:

Logo

- **Project logo:** The project logo serves as a visual representation of the initiative's identity and values. It will be utilized across various communication materials to maintain brand consistency and recognition.
- **Logo banner:** The EU logo added to the project logo will be used as banners in documents or articles.
- **Logo banner with EU and partners:** all logo's together will be used in documents

Word and PowerPoint template

A standardized Word template will be provided to partners and participants for official documentation and correspondence. A PowerPoint template will be available for creating presentations related to the project.

Certificate

A certificate for the participating young leaders will be developed to reward their effort.

4.3 Communication efforts

Each country will take ownership of its communication efforts. Below a list:

Website as main landing page

Nevobo.nl will serve as the primary landing page for the project in the Netherlands, offering a centralized platform for information and resources.

Videos with role models and advisory board members

Fourteen role models, primarily female, will be featured in video content aimed at inspiring young women within the volleyball community. These videos will highlight the achievements and experiences of these role models, showcasing their leadership and contributions to the sport.

Share good practices about girls and women in leading positions

Share their experiences to inspire and guide others within the volleyball community.

Share statistics on social media

Key statistics, such as the representation of female leaders will be shared on social media platforms to raise awareness of the current landscape and highlight the importance of promoting gender equality in leadership roles.

Congress and club meetings

Participation in Congress and club meetings will provide an opportunity to showcase the We Lead Volleyball Together initiative and engage with stakeholders from the volleyball community to discuss strategies for advancing female leadership.

5. Guidelines communication and dissemination

5.1 Visibility EU

The project is aligned with EU Visual Requirements in the grant Agreement. We will use communication guidelines (version December 2021) shared by the EU on "[how to communicate your project](#)". For example, the EU logo will be used by all partners in all expressions. In all visuals (online and offline) and in all videos, we will integrate the EU logos. In texts, documents and deliverables, videos, events, manuals we will integrate a message

that the program is powered by EU. A disclaimer needs to be added in any publication: *Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.*

5.2 Inclusive and diverse communication

The partners of WLVT will use gender neutral language and strive to inclusiveness and diversity in the images used. All communications experts involved have experience in diverse and inclusive communication.

5.3 General Data Protection Regulations (GDPR)

All communication and data processing within WLVT will comply with the EU GDPR regulations.

5.4 Translations

All deliverables will be made EU-wide available in English and available for translation by other EU countries. In the implementation, each federation is responsible for the translation into their own language (Dutch, Danish, Norwegian, and Icelandic) when necessary or preferred.

5.5 Administration and deliverable

all means of communication used needs to be tracked, saved and administered. Such as: hyperlinks, videos, social media, showing the activities and participants. This administration will be used for the final communication plan deliverable which shows the actual tools produced and used by all project partners and project. In [this document](#) the views of the articles and social media posts can be administrated per communication channel.

5.6 Hashtags

When posting on social media the following hashtags will be used by all partners: #WeLeadVolleyballTogether, #Leadership and #CofundedbyEU.

5.7 Main website of the project

The main project website is <https://www.nevobo.nl/over-ons/internationale-samenwerking/we-lead-volleyball-together/>. This website is used in EU-publications, will provide the latest information of the project and all final project deliverables. Each partner can create their own website. The partners website are:

- Norges Volleyballforbund: [website](#)
- Volleyball Denmark: [website](#)

- THUAS: [website](#)
- Blaksamband: [website](#)

6. Role models

Per country role models were recruited fitting the profile as established in WP2 (see deliverable 'D2.2 Profile and selection method'.

Partner country	# of role models	Type of role models
BLI, Iceland	3	Board member club (F) Volleyball referee (F) Former professional volleyball player (F)
Nevobo, Netherlands	5	Former national team player (M) National referee (F) National board member of federation (F) National coach sitting volleyball (F) Commercial director DHL (M)
NVBF, Norway	3	Coach national club and national junior teams (F) National referee para, beach, indoor (F) Board member NVBF (F)
VD, Denmark	2	Referee (F) Captain national team (F)

The role models received an online kick-off with the following agenda:

- **Welcome** and introduction
- **WLVT**: the programme, goals, target groups, the trainings, your concrete role in WLVT
- **Being in a leadership positions**: what is leadership, barriers, obstacles and opportunities in leadership positions, leadership for youth/ men/ women, Leadership skills
- **Being a Role Model**: what does that mean, who is a role model for you and why, how can you be a role model?

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