

DUAL CAREERS IN FOOTBALL EDU DC

Dual Careers.

One Goal.

Communication and
dissemination plan

EDU-DC - Approach to communication and dissemination

D4.1 Communication Materials



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1. Introduction to the EDU-DC Project

EDU-DC – EDUcation for Dual Careers of football talents is an Erasmus+ Key Action 2 project (EUPOM162) running from 1 November 2024 to 30 April 2027. The project is coordinated by the Royal Netherlands Football Association (KNVB), together with football federations of Bulgaria, Denmark and Ireland, Vrije university Brussel, and the European Multisport Club Association (EMCA), which leads communication and dissemination.

The project focuses on empowering talented male and female football players aged 16–21 to successfully combine their sporting careers with quality education and personal development. By supporting clubs, academies, coaches, and Dual Career Coordinators, EDU-DC works to create sustainable environments where players can grow both on and off the pitch.

Through mapping current practices, monitoring player experiences, building capacity among staff, and piloting innovative programmes across Europe, EDU-DC aims to strengthen the dual career pathways available to young athletes. The project takes a holistic approach, addressing sport performance, education, wellbeing, employability, and life skills, ensuring that players are better prepared for their professional future – whether in football or beyond.

In short, EDU-DC equips football talents with the tools to balance sport and education, helping them to become well-rounded individuals and to thrive in life during and after their athletic careers.



2. EDU-DC Graphic and Visual Standards

This document aims to support the EDU DC project partners in establishing a clear, coherent, and recognisable visual identity across all communication and dissemination activities.

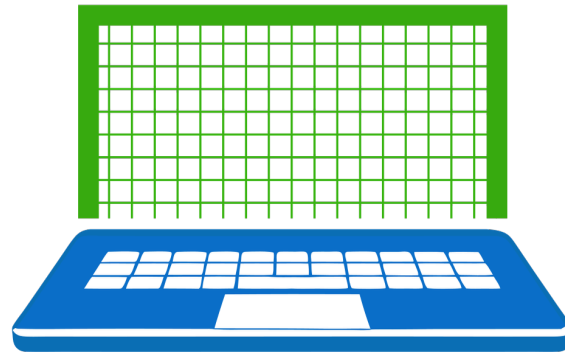
It defines the core principles behind the EDU DC logo, colour palette, typography, and visual applications, ensuring consistency, accessibility, and long-term sustainability of the project's visual presence.

The visual identity of EDU DC is designed to communicate education, digital competence, and empowerment in a contemporary, human-centred way. It supports both the project lifecycle and its legacy, providing guidance for the creation of materials that remain relevant, adaptable, and inclusive beyond the project's duration.

Visual concept

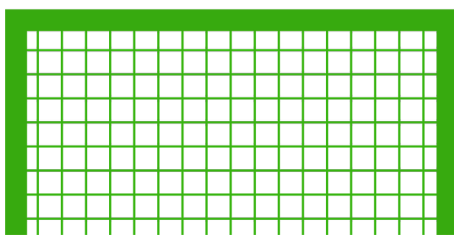
The EDU DC logo represents the intersection of education, digital skills, and personal development.

It is built on a foundation of clarity, structure, and modularity, reflecting learning as a continuous, evolving process.



The visual language draws inspiration from:

- learning environments (classrooms, workshops, digital platforms),
- fundamental digital structures (grids, nodes, connections),
- and human interaction with knowledge and technology.



Together, these elements form a symbol of growth, access, and empowerment, emphasising education as a tool for participation and opportunity.



Ideology

The ideology behind the EDU DC visual identity is rooted in the project's mission: to empower individuals through education and digital competence.

At its core, the logo deconstructs familiar educational and digital forms into simple geometric elements—lines, circles, and points. These shapes reference pathways of learning, connections between people and knowledge, and the progression from input to understanding. The balance between structure and openness reflects both discipline and creativity, which are fundamental values of digital education and lifelong learning.

Overlaying this core structure are abstract visual elements, each representing a key dimension of the EDU DC project. The central node symbolises knowledge and learning as the starting point; connecting lines represent exchange, collaboration, and digital connectivity; open shapes communicate accessibility, openness, and inclusivity in education; while directional elements suggest progress, skills development, and future orientation.

EDU DC is not only about skills acquisition—it is about confidence, participation, and equal access to opportunities in a digital society. The logo functions as a unifying visual metaphor, translating complex educational and technological concepts into a clear, approachable symbol. By combining abstraction with human-centred design, the visual identity positions education not as an exclusive system, but as an open and shared space accessible to all.



Colour Palette

The EDU DC colour palette is built on a balance between growth and clarity, reflecting both the human aspect of learning and the structured nature of digital education. The colours are selected to communicate trust, accessibility, and forward momentum, while remaining vibrant and approachable across digital and print environments.

Green (#3BAA11)

This vibrant green represents growth, learning, and personal development.

It symbolises education as a living process—dynamic, continuous, and rooted in progress. Green reflects curiosity, motivation, and the expansion of skills, while also conveying balance and well-being within learning environments.

As a primary colour, it reinforces the idea of education as a catalyst for empowerment and long-term development.



Green

Hex	#3BAA11
RGB	59, 170, 17
HSB	104, 90%, 67%
CMYK	76, 6, 100, 0



Blue (#0D6FB7)

Blue serves as the stabilising foundation of the EDU DC visual identity.

It symbolises trust, reliability, and clarity, reflecting the structured side of education and the digital competence promoted by the project.

The colour evokes focus, logic, and confidence, supporting the credibility of educational content while providing a calm visual base that enhances readability and accessibility.



Blue

Hex	#0D6FB7
RGB	13, 111, 183
HSB	205, 93%, 72%
CMYK	88, 54, 0, 0

A Balanced System

Together, green and blue create a cohesive and flexible visual system. Green brings energy, growth, and human warmth, while blue ensures structure, trust, and digital clarity. Their interaction reflects the core values of EDU DC—education that is both people-centred and future-oriented, grounded in knowledge yet open to innovation.



Typography

Typography plays a central role in the EDU DC visual identity, ensuring clarity, consistency, and strong visual recognition across all project materials. The typographic system is built around two complementary typefaces: a custom display font used exclusively within the logo, and a secondary font for all supporting communication.

Primary Typeface – EDU DC Logotype

The primary typeface is a custom logotype font, developed specifically for the EDU DC visual identity and used exclusively within the project logo.

The letterforms are bold, geometric, and uppercase, reflecting strength, stability, and clarity. This typographic style reinforces the project's focus on education, structure, and digital competence, while maintaining high visibility and recognisability across different formats and scales.

The logotype font is not intended for body text or extended use. Its role is to preserve the uniqueness and integrity of the EDU DC brand and ensure consistent recognition across all official applications.

Usage:

- EDU DC logo
- Official logo lockups
- Selected cover visuals where the logo is the primary focal point



Typography

Secondary Typeface – Placard Next

Placard Next is used for headings and subheadings across all EDU DC materials. Its bold and contemporary character supports strong visual emphasis and clear hierarchy, making key messages immediately recognisable.

Placard Next reinforces the dynamic and educational nature of the project while remaining clean and legible in both digital and print formats.

Usage:

- Main headings
- Subheadings
- Section titles
- Key highlights in presentations and promotional materials

Placard Next AaBbCcDd 123456



Typography

Body Typeface – Roboto

Roboto is used for body text and longer written content. Designed for optimal readability, Roboto ensures clarity and comfort when reading extended texts across digital platforms and printed materials.

Its neutral and modern appearance complements the stronger display typography used in headings, creating a balanced and accessible typographic system.

Usage:

- Body text
- Paragraphs
- Captions and annotations
- Reports and educational materials

Roboto AaBbCcDd 123456



Visual identity

This section presents the visual identity of the EDU-DC project and demonstrates how the established visual standards are consistently applied across a wide range of communication materials. The examples illustrate the practical implementation of the project's visual guidelines on key elements such as posters, roll-ups, presentations, leaflets, the project website, and other dissemination tools.

By applying the visual identity across different formats and platforms, EDU-DC ensures recognisability, coherence, and accessibility of its communication. The consistent use of colours, typography, and graphic elements strengthens the project's visibility and supports clear and effective dissemination of information to diverse target audiences.



Poster



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Banner

**DUAL CAREERS
IN FOOTBALL**
EDU DC

**Shaping Futures Through
Dual Careers in Football**

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Roll-up banner





Flyer



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Leaflet

EDUCATION for Dual Careers of football talents

Empowering talented football players from 16 to 21 years old in Europe by developing their dual careers

EDU-DC DUAL CAREERS IN FOOTBALL

About the project

Educating Dual Careers (EDU-DC) is an Erasmus+ Key Action 2 project (EUPOM162) launched on 1 November 2024, running until 30 April 2027, and coordinated by the Royal Netherlands Football Association (KNVB), alongside partners including the Danish, Bulgarian, Irish, German federations, and Vrije Universiteit Brussel.

The project aims to support talented male and female football players aged 16-21 in building successful dual career paths—combining high-level sport with quality education and personal development.

Scope & Impact

By adopting a holistic approach—addressing sport performance, education, employability, wellbeing, life skills, identity development, and financial literacy—the project empowers athletes to thrive both on and off the pitch. It advances the professionalization of dual-career frameworks at club, federation, and European levels.

Why it Matters

Young athletes often face a tough choice between pursuing sport or education. EDU-DC fosters environments where they can develop in both arenas simultaneously. The result: better prepared, well-rounded individuals equipped for life beyond football.

The specific objectives:

- Mapping dual-career environments: Involving 20 European clubs, the project evaluates current support systems through club scans, questionnaires, interviews, and focus groups.
- Monitoring well-being and experiences: Examining the satisfaction, motivation, and experiences of youth players balancing sport and education
- Capacity-building trainings: Designing and piloting innovative educational programs to train Dual-Career Coordinators, coaches, support staff, and career counsellors
- International pilot implementation: Testing these programs in the Netherlands, Denmark, Bulgaria, Ireland, and Germany
- Peer learning and network building: Facilitating intervention between clubs and involving the UEFA Academy to embed dual-career support across European football

Online focus group

European multisport club association has concluded focus groups with TSV Bayer 04 Leverkusen, Olympiacos, Ferencvárosi and Aalborg, as it was essential for us to involve our members with football sections in the EDU-DC project.

Final message

EDU-DC empowers young football talents to pursue both sport and education, creating well-rounded individuals and sustainable dual career pathways across Europe.

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Memo



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Presentation



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Website



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3. Communication Guidelines

Provide clear instructions for project partners (PPs) on how to communicate EDU-DC externally, ensuring consistency, visibility, and sustainability of project results.

1. Target Audiences

- **Football environment:**
 - DC Coordinators, Heads of Academy, coaches, players, staff (20 clubs, UEFA Academy)
- **Sports ecosystem:**
 - EU Expert Group (DC), federations, clubs, EMCA network, other EU projects
- **Academic & research:**
 - Universities, EAS, policy experts in dual careers
- **Policy makers:**
 - EU, national, regional, local sports policy institutions
- **Public & media:**
 - Young athletes (16–21), parents, journalists, sport fans, wider community



2. Audience / Message Matrix

Audience	Core Message	Channel	Frequency
Young football players	EDU-DC helps you balance sport & education, creating future opportunities	Social media, website, ambassadors	Monthly
Coaches & academies	Tools and training for better dual career support	Website deliverables, newsletters	3–4x per year
Federations & clubs	Join the European movement for structured DC pathways	Events, EMCA conferences, partner events	Ongoing
Policy makers	EDU-DC strengthens EU priorities: education + sport + wellbeing	Press releases, policy briefs	2–3x per year
Researchers	Data and case studies for future DC policies	Deliverables, academic dissemination	End of tasks
General public	Football and education go hand in hand – inspiring stories	Ambassadors, testimonials	Monthly



3. Key Messages

- EDU-DC empowers young football players (16–21) to combine sport and education.
- Dual Career = Better futures: skills, wellbeing, employability, and life balance.
- European collaboration: clubs, federations, academics, and policy makers.
- Sustainability: results remain accessible beyond the project lifetime.

4. Visual Identity

- Project Image Guidebook (logo, templates, PPT, letterheads, reports) – mandatory use by all partners
- All materials must include:
- Erasmus+ co-funded logo
- Standard EU disclaimer text
- Templates available: PPT, report covers, leaflets, social media visuals



5. Communication Channels

Online

- *Website*: edu-dc.multisportclubs.eu
 - Tabs: Home, About Project, About Partners, Deliverables, News, Ambassadors Team, E-Learning platform
 - All public deliverables uploaded here
- *Social Media*:
 - Project LinkedIn Page (main channel)
 - Partners amplify on their own channels (Twitter, Facebook, Instagram, LinkedIn)
 - Monthly coordinated post from consortium resource pack
- *Newsletters*: 3 editions (EN, electronic)
- *Erasmus+ Results Platform*: upload milestones & deliverables
- *EMCA channels*: regular updates, reach multisport and football professionals

Offline

- *Leaflets*: 1 general leaflet (EN + local languages if needed)
- *Roll-ups*: for international forums and events
- *Events*:
 - 1 Expert Group Meeting (Copenhagen)
 - 2 International Forums (via EMCA/partner events)
 - Local engagement events (60 clubs)
- *Press releases*: 2 (before major events, translated locally)
- *Conferences*: EAS Annual Event, EU project events, EMCA Connect



6. Content Planning

- **Monthly:**
 - 1 social media post (LinkedIn project page + blog post on website)
 - Ambassadors highlight (new member revealed)
 - Partners repost content on their own channels
- **Quarterly:**
 - Website news update
- **Annually:**
 - Newsletter (3 total)
 - Press release before major event
- **At milestones:**
 - Publish deliverables and factsheets
 - Share testimonial videos and reports

Content Ideas:

Social Media Posts (LinkedIn post + blog on website)

- Focus Group Insights: Short story from recent focus groups (for example: “What young players said about balancing sport and studies”).
- Behind the Scenes: Update on project meetings, showing how partners collaborate across Europe.
- Dual Career Facts: Sharing a statistic (e.g., % of players who combine school and football) with a short message about why EDU-DC matters.
- Milestone Updates: Highlight deliverables, reports, or events (e.g., launch of the Ambassadors Team, first pilot training, etc.).



Ambassadors Highlight (monthly reveal)

- Personal Story: Introduce the ambassador with a short narrative about their journey (sport + education).
- Quote of the Month: Share a motivational statement from the ambassador about dual careers.
- Visual Card: Branded graphic with ambassador photo, name, role, and a short message about why they support EDU-DC.
- Interactive Element: “Ask our Ambassador” – invite followers to post one question for them.

Educational platform launch and onboarding content

Communication activities presenting the EDU-DC educational online platform as a key project deliverable, highlighting its purpose, target groups, and practical value for staff members of football academies. Content may include a platform introduction, short walkthroughs, and selected learning highlights to encourage engagement and long-term use.

7. KPIs & Monitoring

- Website traffic (unique visitors, downloads)
- Social media reach (followers, impressions, engagement rates)
- Number of reposts by partners
- Number of people register on the e-learning platform
- Newsletter opens and clicks / send to number of addresses
- Event participation numbers (clubs, players, staff)
- Media coverage mentions



8. Roles & Responsibilities

- **EMCA (lead):** overall coordination of communication and dissemination, building on its strong network of multisport clubs and proven track record in EU projects. EMCA will manage the project website, coordinate the ambassadors' team, ensure newsletters are delivered, and oversee social media presence.
- **All partners:**
 - Share monthly social posts and post even more about the project from their side
 - Promote website and deliverables
 - Translate/distribute press releases locally
 - Provide input for newsletters and events



4. Dissemination Strategies

The dissemination strategies of the EDU-DC project aim to ensure visibility, accessibility, and effective use of project results. Through targeted stakeholder engagement and digital communication, the project seeks to maximise impact and support the sustainable transfer of outcomes beyond the partnership.

Strategy 1: Targeted Stakeholder Engagement and Institutional Outreach

The first dissemination strategy focuses on direct engagement with key stakeholders involved in dual career development, education, and sport. The objective is to ensure that the project results reach organisations and individuals who can actively apply, transfer, or scale EDU-DC outcomes within their own systems.

Dissemination activities under this strategy target:

- **educational institutions** (secondary schools, universities, vocational education providers),
- **sports organisations and federations,**
- **career advisors, coaches, and educators,**
- **policy makers and public authorities** involved in education, youth, and sport.



Key actions include structured presentations of project results during seminars, workshops, and multiplier events organised at local, national, and European levels. Project partners will integrate EDU-DC outcomes into existing networks, professional meetings, and conferences related to education, sport, and dual careers.

Dedicated dissemination materials (presentations, factsheets, reports, and policy-oriented summaries) will be developed to ensure clarity, transferability, and practical relevance. This strategy prioritises quality of engagement over volume, aiming to foster long-term uptake of project results and influence future practices and policies related to dual careers in sport.

Strategy 2: Digital Communication and Broad Awareness Raising

The second dissemination strategy is centred on digital dissemination and wide-scale awareness raising, ensuring visibility of the EDU-DC project beyond institutional stakeholders and reaching a broader audience.

This strategy relies on the project's digital presence, including:

- **the project website,**
- **educational online platform,**
- **social media channels,**
- **partner organisation websites and newsletters,**
- **online publications and digital campaigns.**



A central dissemination and exploitation tool of the EDU-DC project is the **educational online platform**, developed to support the capacity-building of staff members in football academies and related organisations. The platform will host structured educational content, project resources, and practical guidance, ensuring continuous access to project results during and after the project's lifetime.

Content on all digital platforms will be tailored to different target groups, using accessible language and visual formats such as infographics, short videos, testimonials, and key messages highlighting the benefits of dual career pathways in football and sport. Regular updates will communicate project milestones, activities, and results, ensuring continuous visibility throughout the project lifecycle.

Special emphasis will be placed on engaging young people, student-athletes, and practitioners by presenting EDU-DC outcomes in a relatable and practical manner. Digital dissemination ensures sustainability by allowing project results to remain accessible after the project's completion, supporting long-term impact and further dissemination through partner networks.



Strategy 3: EDU-DC Conference – European-Level Knowledge Exchange

The EDU-DC Conference, to be organised in September 2026 in Lisbon, represents a key dissemination and exploitation activity of the project. The conference will serve as a European-level platform for presenting project results, exchanging knowledge, and fostering dialogue among stakeholders involved in education, sport, and dual career development.

The event will bring together representatives of educational institutions, sports organisations, policy makers, researchers, practitioners, and project partners. EDU-DC outcomes, tools, and recommendations will be presented through keynote sessions, panel discussions, and thematic presentations, ensuring both visibility and practical relevance of the project's results.

In addition to showcasing project achievements, the conference will support networking, knowledge transfer, and future cooperation. It will contribute to the long-term sustainability of EDU-DC by encouraging uptake of results, inspiring follow-up initiatives, and strengthening collaboration at national and European levels.



KEEP AN EYE: Reporting (End of Project)

Compilation must include:

- Project Image Guidebook (EN)
- Social media main posts (archive, screenshots)
- Leaflet (EN, electronic) + Roll-up (printed version)
- Press releases (2, translated versions)
- Newsletters (3, EN)
- Website archive (all deliverables uploaded)
- Event communication materials (photos, reports, coverage)