

# PINK CLAW

## PINK CLAW - 101090089 D7 - Dissemination & Communication plan



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THIS DELIVERABLE HAS BEEN REALISED BY



WITH THE SUPPORT OF ALL THE PROJECT PARTNERS



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# EXECUTIVE SUMMARY

This report defines and structures the PINKCLAW dissemination and communication plan in four sections.

1. The first section describes the scope and objectives as part of the Work Package 5 on Communication and Dissemination of the project.
2. The second section defines the project's dissemination and communication strategy, identifying goals, target audiences.
3. The third section describes the channels that support the dissemination and communication strategy, including the website, social media, events and publications. It also reports on networking and meetings with key actors, and the production of digital and paper-based dissemination materials.
4. Finally, the fourth section outlines a monitoring system for key performance indicators to measure and evaluate impact of communication activities.

This report provides a comprehensive overview of the dissemination activities carried out during PINKCLAW implementation period 01/12/2022 – 31/05/2025.

## Project presentation overview

PINK CLAW is a project funded in the framework of the ERASMUS+ SPORT programme of the European Union aiming at the promotion of the practice of physical activity among women aged 18 - 35 who have never exercised or have not exercised regularly for at least 2 years.

By means of its activities, the project aimed to promote their physical, psychological, and social well-being, and to create an inclusive environment in which participants feel comfortable and supported. In particular, the project aims to engage women in regular and sustained sports practice, stimulating their motivation through the innovativeness of the proposed activities and the support offered by the coaches, who are role models and mentors for the participants. Moreover, PINK CLAW is part of a broader European campaign to promote sport and physical activity as tools for disease prevention and promoting a healthy and ecologically sustainable lifestyle. Finally, the project also aimed to raise awareness of gender equality and diversity by promoting the inclusion of all women, including those from discriminated or marginalized groups.

PINK CLAW is a multidisciplinary project that combines a range of physical and mental practices, each structured in individual and group modalities.

Its exercise programme is based on five (5) selected disciplines that are considered particularly effective in stimulating motor activity among women:

1. Obstacle Course Racing,
2. Self-defense,
3. Tactical fitness,
4. Mindfulness and
5. First Aid.

PINK CLAW involves only female coaches because they could become role models for the participants. As said, women are more likely to identify with a female coach who also acts as a mentor and helps them counter stereotypes by increasing girls' confidence, self-efficacy and sense of belonging.

The rationale behind the project is that we wanted to create and support relationships among the project participants because only in this way, we can engage and retain girls and women in sport.

Thanks to the well-functioning of the relations among the participants and between the participants and the female coaches, the project will achieve its objective to promote sport and physical activity, to stimulate women's and girls' desire to practice sport and physical activity not only for their health and wellbeing but also for their self-empowerment.

To achieve such goal, the PINK CLAW project was divided in two main phases:

1. Engaging women in regular physical activity through an innovative multidisciplinary outdoor sports program, shared across Europe, that encourages participants to have fun and challenge themselves.
2. Training female coaches in the project program.

To know more about the project, its consortium and results please visit [pinkclaw-europe.eu](http://pinkclaw-europe.eu).

The project consortium, composed of 6 organisations from 4 EU countries, represents an optimal combination of knowledge and expertise to address the objective of the present project, in which each partner plays a specific role.

Specifically, project's organisations are:

- ENDAS - Ente Nazionale Democratico di Azione Sociale (Italy)
- Istituto per lo Sviluppo Socio Economico – ISES (Italy)
- The Alice Milliat Association- AMA (France)
- Turkish School Sport Federation – TOSF (Türkiye) replaced by Okul Faaliyetleri Derneği (Türkiye)
- Asociația Sportivă Corporate Games (Romania)

To know more about the consortium please visit [pinkclaw-europe.eu/the-partnership/](http://pinkclaw-europe.eu/the-partnership/).

# 1. PINKCLAW DISSEMINATION OBJECTIVES

The dissemination and communication plan was part of the overall activities of Work Package 5, which aimed to:

- To effectively disseminate project goals, activities and findings, promoting networking and wide impact creation.
- To identify and engage stakeholder throughout the course of the project in order to ensure that the results of the project are applicable and appropriate to stakeholders.
- To successfully transfer the results to appropriate decision-makers in order to achieve their sustainable promotion and support.
- To raise awareness in the broader European area of the relevance of the issues.
- To convince similar organisations outside of the project to adopt and/or apply the results, also after the project has ended.

## Partners involvement & duties

All the project partners shared responsibility for the communication, dissemination and exploitation of PINKCLAW project. In this document the roles are clearly defined and tasks clearly and appropriately allocated among partners.

Dissemination tasks have been managed by ISES (IT) however, all project members actively contributed by:

- Identifying and informing about dissemination opportunities (e.g. events, publications, etc.) by updating the document in the project joint repository on a regular basis;
- Contributing the contents of their respective work packages to press releases, presentations, etc.;
- Using their network to support the dissemination of project information;
- Presenting the project at relevant conferences, workshops and other events;
- Helping to promote PINKCLAW training events, in particular engaging key stakeholders to act as multipliers and to motivate participants.

## 2. DISSEMINATION STRATEGY

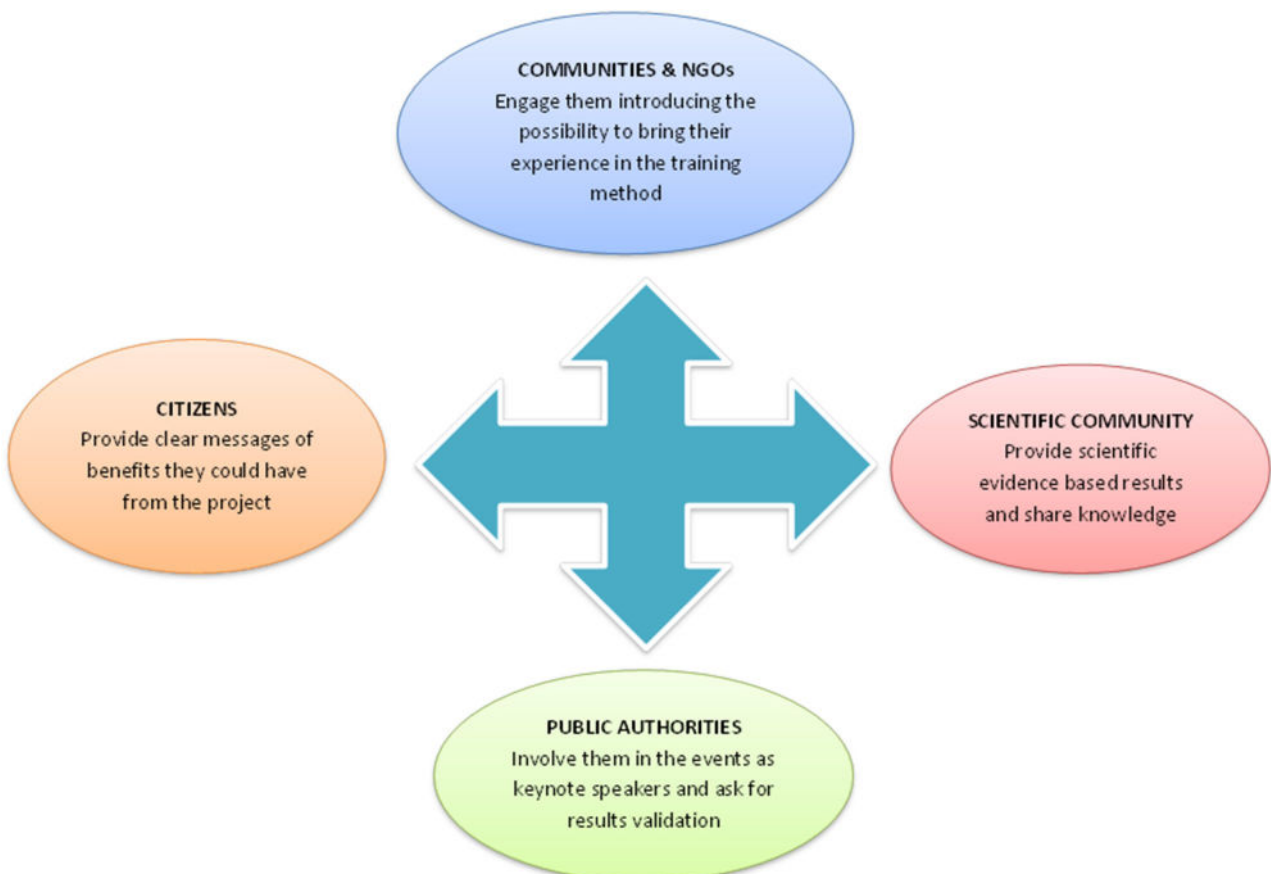
The core priorities in the PINK CLAW dissemination strategy are organized around 2 actions as follows:

1. First, to improve the visibility of exercise pilot achievements and results, the consortium disseminated the project objectives and results which should lead to similar actions in other countries, in order to raise awareness and engage stakeholders.
2. Second, exploiting partners organisations' network of contacts and participation at relevant events at the local, national, and EU level to engage other sports clubs and association interested in the adoption of the PINK CLAW results.

In doing that, the consortium planned to follow two pathways: **Communication and Attraction** where Communication aimed at giving detailed information about project achievements to general public while Attraction intended to support the engagement of stakeholders either they are schools, sport organisations, parents organisations, academia.

Stakeholders during the project implementation have been considered key drivers to project exploitation so their selection was done among target audience categories.

A first exercise done by the partners to identify all key stakeholder categories and what to do to attract them to the project (as showed in the picture below):



For each identified stakeholder category, an analysis of their interests and whether those interests were in favour or against the goals of the project was conducted by the partner organisations. On a regular basis, a review of the stakeholder list was done to identify new (if any) stakeholders and to assess the engagement and attitude of each stakeholder.

## Target groups

The target groups and stakeholders that have been included in the dissemination strategy and reached via communication tools and channels have been:

### *Women aged 18-35*

- To encourage them to participate in the project activities.
- To raise awareness about the importance of doing a regular physical activity for a better well being.
- To provide them with an innovative method of working out.

### *Women interested in becoming coach*

- To encourage them to participate in the project activities.
- To provide them with an innovative training method to work for women and with women.

### *Policy makers*

- To inform them about the issues addressed by the project.
- To engage them in a dialogue about inclusion.

### *General public*

- To raise awareness of the importance of physical activity for not only the maintenance of health status but also as a tool for inclusion

### *Project partners*

- To be up-to-date with the project progress.

### Approach to each target group

Although most of the dissemination and outreach tools and channels are appropriate for the majority of the different targets, it is recognised that some tools and channels are better suited to a specific audience.

Thus, each tool and channel encompasses different measures, which have been used to address different target groups at different stages of the project implementation, as shown in the table below.

<b>DISSEMINATION TOOL/CHANNEL</b>	<b>TARGET GROUPS</b>
PINK CLAW visual identity	Women, Coaches; Policy makers; General public; Project partners
Project Website	Women, Coaches; Policy makers; General public; Project partners
Social network profiles	Women, Coaches; Policy makers; General public; Project partners

Traditional Media/Press	Women, Coaches; Policy makers; General public; Project partners
Events (on site, if possible)	Women, Coaches; Policy makers; General public; Project partners

## Guidance on contractual project management

During the project implementation, the consortium fully applied and respected: GRANT AGREEMENT ARTICLE 17 — COMMUNICATION, DISSEMINATION AND VISIBILITY

### 17.1 Communication — Dissemination — Promoting the action

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner. Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

### 17.2 Visibility — European flag and funding statement

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge the EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):

[https://www.eacea.ec.europa.eu/about-eacea/visual-identity/visual-identity-programming-period-2021-2027\\_en](https://www.eacea.ec.europa.eu/about-eacea/visual-identity/visual-identity-programming-period-2021-2027_en)

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos. For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

### 17.3 Quality of information — Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate): *“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”*

#### *17.4 Specific communication, dissemination and visibility rules*

Specific communication, dissemination and visibility rules (if any) are set out in Annex 5.

#### *17.5 Consequences of non-compliance*

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced (see Article 28). Such breaches may also lead to other measures described in Chapter 5.

# 3. DISSEMINATION APPROACH

This chapter describes the different elements of the dissemination and communication plan starting from the visual identity and including the dissemination channels that have been identified to reach the stakeholders and target groups of PINKCLAW.

It is written with EACEA “How to communicate your project. #CommsJourney. Tell your story. Make an impact” in mind which can be found here <https://op.europa.eu/en/publication-detail/-/publication/429c34ff-7231-11ec-9136-01aa75ed71a1> and HORIZON EUROPE definitions ([https://rea.ec.europa.eu/publications/communication-dissemination-exploitation-what-difference-and-why-they-all-matter\\_en](https://rea.ec.europa.eu/publications/communication-dissemination-exploitation-what-difference-and-why-they-all-matter_en)) of:

**Communication:** Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges. Inform about and promote the project and its results/success.

**Dissemination:** Transfer knowledge & results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research. Describe and ensure results available for others to use: focus on results only.

This chapter also lists the concrete implementations that have been performed through these channels by PINKCLAW during WP5 implementation.

The project dissemination actions begun early in the project’s lifecycle and will followed two lines.

## Traditional Dissemination Approach

### *Visual identity*

One of the first actions of the communication activities was the development of the project’s identity. This identity is meant for non-verbal (often visual) representation of the PINKCLAW brand, and it comprises important branding elements, namely: the project logo, printed materials and general brand style. It is worth mentioning that all current and future project related materials (and tools) are developed in English and formatted in line with the Erasmus+ visual guidelines.

### Project logo

The main branding element is the logo. The project logo developed for the project represents literally a “pink claw” interpreting the title of the project.



## Project templates

ISES in order to full exploit the potential of the project visual identity developed .doc, .ppt and social media templates to be used by partners.

## Events: PINKCLAW Days and Seminars

During the project implementation, and specifically at the end of each workout programme, project partners organized PINKCLAW Days: a 1 day event for women who have participated in the training programme of the project to be spent with their families and friends to do sport together. During the PINKCLAW Days, partners organized also Informative seminars to present, share and discuss the project results and benefits to other women, coaches, sport clubs and general audience.

## PINKCLAW Day and Seminar in France

Together with association KABUBU, AMAF organized the PINK CLAW DAY and SEMINAR on May 24 2025. The event saw the presence of 84 participants.

The day represented a moment of celebration of the path done by the involved women and the opportunity to present the project to their families and friends but also to relevant stakeholders.



## PINKCLAW Days and Seminars in Italy

ENDAS organized many PINKCLAW DAYS and SEMINARS during the project implementation in different Italian regions. Specifically:

- 17 September 2023 – PINKCLAW Day in Ariccia. (50 participants)



- 22 October 2023 – PINKCLAW Day in Isola del Liri. (50 participants)

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- 13 June 2024 – PINKCLAW Day Event in Ariccia. (43 participants)



- 5–6 October 2024 – PINKCLAW Day in Porto Venere (250 participants).



- 22 December 2024 – PINKCLAW Day in Ariccia. (81 participants)



- 23 May 2023 – Informative Event in Fiumicino with the participation of sports representatives from all 28 Italian regions and the President of the Italian National Olympic Committee. (68 participants).



- 8 March 2024 – Informative Seminary - “Pink Claw – Women in Sport” at the CONI Palace, Rome, with female representatives from all Italian regions and the President of the Italian National Olympic Committee. (380 participants)



## PINKCLAW Days and Seminars in Romania

The first PINKCLAW day has been organized on 30 June 2024. Participants in the program, their families and friends have the opportunity to make sport together at Pink Claw Day including a competition OCR in the format of teams of 3. During the event, animators organized activities for the children, with sweet prizes.



The second PINKCLAW day has been organized on 29 September 2024, as part of the #BeActive competition. The event brought together 110 participants who took part in fun and active games, with OCR again as main attraction. It was a great day full of energy, teamwork, and smiles, and helped promote sport and confidence, especially among young women.



The first PINKCLAW SEMINAR has been organized on 02 May 2023. This event took place at the National Coaches Training Center in Bucharest, providing an excellent setting for outreach and engagement. The Romanian project management team had the valuable opportunity to present the objectives, methods, and key deliverables of the Pink Claw project to an audience of 80 future trainers and coaches. This interaction not only raised awareness about the importance of promoting physical activity among young women but also encouraged these future professionals to adopt inclusive, motivational approaches in their own work, helping to carry the project's message forward.



The second PINKCLAW SEMINAR has been organized on 19 May 2025. The event took place at the CSTA Sports Club in Bucharest and brought together 80 women actively engaged in the project's training activities. It was a great opportunity for the Romanian project management team to present the goals, methods, and key results of the Pink Claw project. The session helped participants better understand the importance of physical activity, healthy habits, and team sports. It also created a space for sharing experiences, building motivation, and strengthening the sense of community among the women involved.

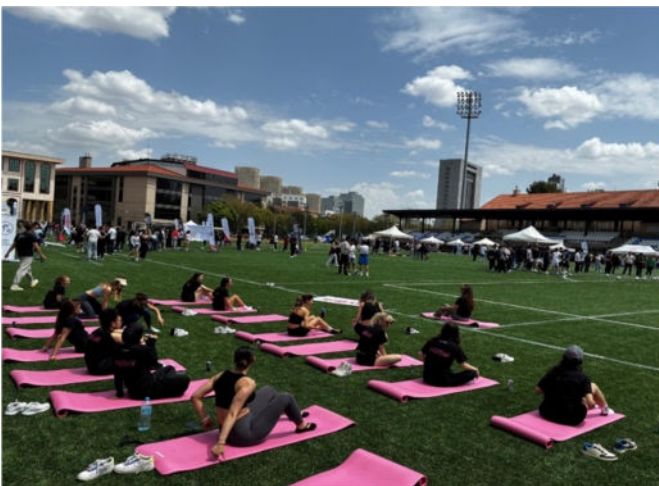


PINKCLAW Days and Seminars in Turkey

OFD organized its first PINKCLAW DAY on 29<sup>th</sup> September, 2024 with 127 participants.



The second PINKCLAW DAY has been organized on May 7<sup>th</sup> 2025 with 70 participants.



The third and final PINKCLAW DAY has been organized on May 17<sup>th</sup> 2025 with 100 participants.



The first PINKCLAW Informative Seminar has been organized on 13<sup>th</sup> September, 2024 with 44 participants. The seminar served to introduce to female coaches and sport club PINKCLAW project and rationale and workout programme.



The second seminar has been organized on 25<sup>th</sup> December 2024 with 45 participants.



### Third parties events

Besides to events specifically organized within the project, partner organisations attended third parties events to present the project activities and results in order to encourage specific participation in the training for coaches and workout programmes.

### Third parties events attended by AMA:

- Les Trophées Alice Milliat – 12 - 16 October 2024

Awards ceremony for women in sport. Presentation of the project to a panel of experts, athletes and public institutions.

- « Action to promote the feminization of sport » in Champs sur Marne - 5 April 2024  
AMA was invited to raise awareness about gender equality among the students as part of an initiative from the regional center for students (CROUS) of Créteil in parallel of a distribution of menstrual underwear to students. It was the occasion to talk about the PINK CLAW project with the students and share with the questionnaire.

- Les Sportives en Lumière in Lille –23 – 25 January 2025

Presentation of the project, distribution of the questionnaire on women's sport at a film festival where documentary films on women's sport are in competition.

### Third parties events attended by ENDAS:

- Participation in the OCR Delta Cup (IT) - 05.12.2023

Competitive OCR event that saw the participation of the PINKCLAW team. The Pink Claw team competed in the Delta Cup, a high-intensity OCR event.



- Pink Claw participation in Oplita Race (IT) - 05–07.05.2024  
Pink Claw athletes joined competitive OCR event in Pulsano; podium for instructor Carmela Loragno; beach and obstacle-based training.



- Participation in Race For The Cure (IT) - 12.05.2024

Presence at national event for breast cancer awareness. Pink Claw was present at the national Race for the Cure event with a representative group of women, supporting breast cancer awareness with a public presence and engagement.



- Navy Caiman Race – OCR competition with Navy (IT) - 06.10.2024

National obstacle race organized by ENDAS with COMSUBIN and Marina Militare at Le Grazie (SP). Pink Claw athletes joined forces with COMSUBIN in a unique military-sporting event.



○ ENDAS XXXI National Elective Congress + Flash mob Pink Claw (IT) - 08.03.2025 event with high-level guests and two flash mobs by Pink Claw; broadcasted on RAI Agorà; presence of CONI and institutions. During the National Elective Congress in Rome, 90 women from the Pink Claw project actively participated in two flash mobs broadcast on RAI. The participants were welcomed at the office of the CONI President, the highest institution for sport in Italy. They also shared their experiences during the project presentation seminar held within the congress framework.



- Participation in Oplita Race (IT) - 05.05.2025

Event organized by ENDAS affiliate Seal Spartan Camp; OCR competition held on the beach. A representative Pink Claw Group competed in the competition.



- Participation in Race for the Cure - 12.05.2025

Presence at national event for breast cancer awareness. Pink Claw was present at the national Race for the Cure event with a representative group of women, supporting breast cancer awareness with a public presence and engagement.



Third parties events attended by ASCG:

- Be Active Corporate Competition - 28.09.2023, it was a competition during EWoS where the project was presented to all participants from OCR and Dragon Boat.



- Corporate Games Conference 2024 - 18.01.2024, during the conference were presented the partners, objectives and the events done until then.



- Awards for another Erasmus Project Fitbalkans - 20.01.2024, we had 36 girls that joined another Erasmus project where we presented the medals but also the Pink Claw programme, some of them joined after the trainings.



- Wellness Woman Day 8 march in Romania - 09.03.2024, it was an event where we presented at the beginning the project, and after included a part of mindfulness done by trainers from Worldclass
- Erasmus days conference in Romania - 18.10.2024

Funded by the European Union

#ERASMUS DAYS

**PINK CLAW**

1 ENDAS ENDAS - ENTE NAZIONALE DEMOCRATICO DI AZIONE SOCIALE IT  
 2 ASCG ASOCIATIA SPORTIVA CORPORATE GAMES RO  
 3 ASOCIAȚIA BEN AMA ALICE MILLIAT FR  
 4 TOSF TURKIYE OKUL SPORLARI FEDERASYONU TR  
 5 ISES ISTITUTO EUROPEO PER LO SVILUPPO SOCIO ECONOMICO ASSOCIAZIONE IT

K220

30

Logos of participating organizations: ENDAS, ASCG, Alice Milliat Association, TOSF, ISES.

- Corporate Games Conference 2025 - 20.01.2025



### Third parties events attended by OFD

- Turkish Sport for All Federation Yoga Training Course at Gazi University Seminar Hall - June2024; Introduction of Erasmus opportunities and PINK CLAW project
- At that event, OFD presented workout training program and project in the scope of Erasmus programme and women in sport title. Because of participants were mostly women, it was interesting for participants. Beside male participants also were very eager to learn more about Erasmus programme and projects especially for women.



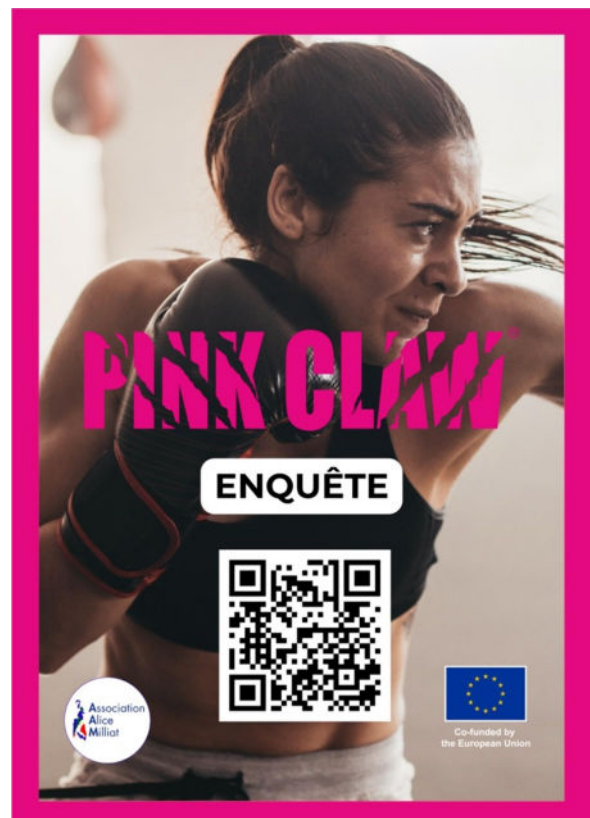
## Dissemination Materials

Appropriate dissemination actions require coherent and clear messages illustrating evolving content. The creation of dissemination materials was triggered throughout the project life course through the publication and launch of materials such as presentations, flyers, leaflets. Partners were invited to translate any dissemination materials designed to ensure all stakeholders are engaged.

Flyer promoting the survey:



## France



## Flyers promoting Project in generals and also by events (OFD):

Erasmus+  
ODTÜ METU

# ODTÜ PINKCLAW PROJESİ

2023-2024 BAHAR DÖNEMİ

**PROJEMİZİN AMACI**  
Erasmus Plus altında yürütülen PinkClaw Projesi, kadınların aktif spor yapmasını, bedensel ve fiziksel olarak sağlıklı bir yaşam sürmesini amaçlayan gönüllülük projesidir. Uygulamamızın hepsi birbirini desteklemektedir. Gelişim gösterebilmek için devamlılık önemlidir.

**EĞİTİMLERİMİZ**  
Taktiksel Fitness  
Yoga  
Parkur  
Bireysel Savunma  
İlk Yardım

@PINKCLAWMETU

EĞİTİMLERİMİZ ÜCRETSİZDİR.

PINK CLAW Co-funded by the European Union ODTÜ METU PINK CLAW

ORTA DOĞU TEKNİK ÜNİVERSİTESİ PINKCLAW PROJESİ

# PINKCLAW DAY

11 MAYIS 2024 CUMARTESİ  
ODTÜ SPOR MERKEZİ-ODTÜ BAHAR PARKI

12.00-13.00  
ODTÜ SPOR MERKEZİ TOPLANTI SALONU  
ERASMUS+ PROJELERİ NEDİR?  
ODTÜ PINKCLAW PROJESİ NEDİR?

13.00-13.30  
YÜRÜYÜŞ  
BAŞLANGIÇ ODTÜ SPOR MERKEZİ (TEKNİK KENT)  
BİTİŞ: ODTÜ BAHAR PARKI (ÇARŞI ÖNÜ)

13.30-17.00  
ODTÜ BAHAR PARKI (ÇARŞI ÖNÜ)  
"YOGA", "AEROBİK FİTNESS", "BİREYSEL SAVUNMA", "DART, CORN HOLE, MİNİ BASKET, MİNİ MASA TENİSİ, PİN POND" VE HALAT OYUNLARI

\*YOGA, AEROBİK FİTNESS ve BİREYSEL SAVUNMA etkinliklerimiz sadece PINKCLAW KATILIMCILARI içindir. Katılımcı olmak için anketi doldürmanız ve spor merkezi toplantı salonundaki konferansımıza katılmamız yeterlidir.

PinkClaw Katılımcı Anketi

ETKİNLİKLERİMİZDEN HABERDAR OLMAK İÇİN BİZİ TAKİP ETMEYİ UNUTMAYINIZ

ETKİNLİKLERİMİZİN TAMAMI ÜCRETSİZDİR.

PINK CLAW

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YOGA/ BİREYSEL FARKINDALIK  
ENGELLİ PARKUR  
BİREYSEL SAVUNMA  
İLK YARDIM  
TAKTİKSEL FİTNESS

Dönemin ilk etkinliği için DEVRİM'de buluşuyoruz!  
28 Eylül tarihinde saat 16.00'da yoga yapmaya davetlisiniz.

Büyük Spor Salonu'nda (BSS) ve Parkur Alanı'mızda yapılacak olan eğitimlerde sizleri de aramızda görmekten mutluluk duyarız!

@PINKCLAWMETU

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# PINK CLAW

TAKTİKSEL FİTNESS  
ENGELLİ PARKUR  
BİREYSEL SAVUNMA  
YOGA-BİREYSEL FARKINDALIK  
İLK YARDIM

28 Eylül Cumartesi  
16.00'da Devrim'de yoga yapmaya davetlisiniz.

Büyük spor salonu ve parkur alanımızda yapılacak olan etkinliklerimizde sizi de aramızda görmekten mutluluk duyarız!

Etkinliklerimizden haberdar olmak için sosyal medya hesaplarımızı takip etmeyi unutmayın!

@PINKCLAWMETU

Co-funded by the Erasmus+ Programme of the European Union

ENTE SPORTIVO ITALIANO  
ENDAS

Comune di ISOLA DEL LIRI  
Municipio di ROCCASECCA

# PINK CLAW®

DONNA IN ACTION

**DOMENICA 15 SETTEMBRE**  
DALLE ORE 8,30 ALLE 12,30

Monumento naturale Lungofibreno "TREMOLETTO" - Isola del Liri  
Fitness Tattico • Self Defence • Primo Soccorso • Mindfulness

**ISTRUCTOR ZETA**

**EVENTO GRATUITO** info: 347 264 8060

**PINK CLAW** Donna in Action

SUPERAMENTO OSTACOLI ARTIFICIALI  
MILITARY FITNESS  
DIFESA PERSONALE  
MANEGGIO ARMI IN SICUREZZA-POLIGONO SOFTAIR

ENTE SPORTIVO ITALIANO  
ENDAS

**EVENTO GRATUITO**  
Domenica 11 dicembre 2022

REGIONE LAZIO  
LUOGO  
Formazione-Dipartimento Sicurezza  
Via Colli San Paolo 5, Ariccia-Roma

OUTDOOR EXPERIENCE

STABILE COURSE RACE

CONTATTI  
Instructor freeman  
dipartimento.sicurezza@endas.it

ENDAS 06 4875068 - 06 485724 - segreteria.nazionale@endas.it - www.endas.it

Co-funded by the Erasmus+ Programme of the European Union

ENTE SPORTIVO ITALIANO  
ENDAS

Comune di ISOLA DEL LIRI

# PINK CLAW®

DONNA IN ACTION

**DOMENICA 22 OTTOBRE 2023 ore 8,30 - 12,30**  
Monumento Naturale Lungofibreno "Tremoletto" - ISOLA DEL LIRI

**EVENTO GRATUITO**

- Fitness Tattico
- Self Defence
- Softaire
- Primo Soccorso
- Mindfulness

**ISTRUCTOR ZETA**  
Info e prenotazione 347 264 80 60

**PINK CLAW®**

ENTE SPORTIVO ITALIANO  
ENDAS

**26/27 APRILE 2025**

**ALTA FORMAZIONE  
CORSO ISTRUTORI**

Co-funded by the European Union

**SCUOLA DI ALTA FORMAZIONE ENDAS**  
**VIA COLLI SAN PAOLO 5 ARICCIA-ROMA**  
Info Evento: 347.82.87.216 Instructor Freeman

## Online Dissemination Approach

PINKCLAW Website (see also Deliverable 8 Project logo and Website)

The PINK CLAW website is available at <https://www.pinkclaw-europe.eu/> and it is a user-friendly, well- designed and easily accessible website available in English.

The purpose of the website is to gather all information and news about the project. All the partners have linked the project website to their institutional ones and social networks profiles.

The website functions as the central hub for disseminating project outcomes, sharing resources, and engaging stakeholders across Europe.

It offers visitors a clear and user-friendly interface with dedicated sections on:





- **Home page**
- **Background** – including a description of the situation of women and physical activity in Europe
- **The project** – including objectives and key themes
- **Activities** – including the description of the project Work Packages
- **Our Survey** – including the link to the survey administered to women in order to gather data about their habits in terms of physical activity and sport
- **Deliverables** - access to public deliverables such as reports, manuals, and survey results
- **Partners** – an overview of the European organisations involved
- **Contact**– encouraging ongoing communication and networking

## Social Media

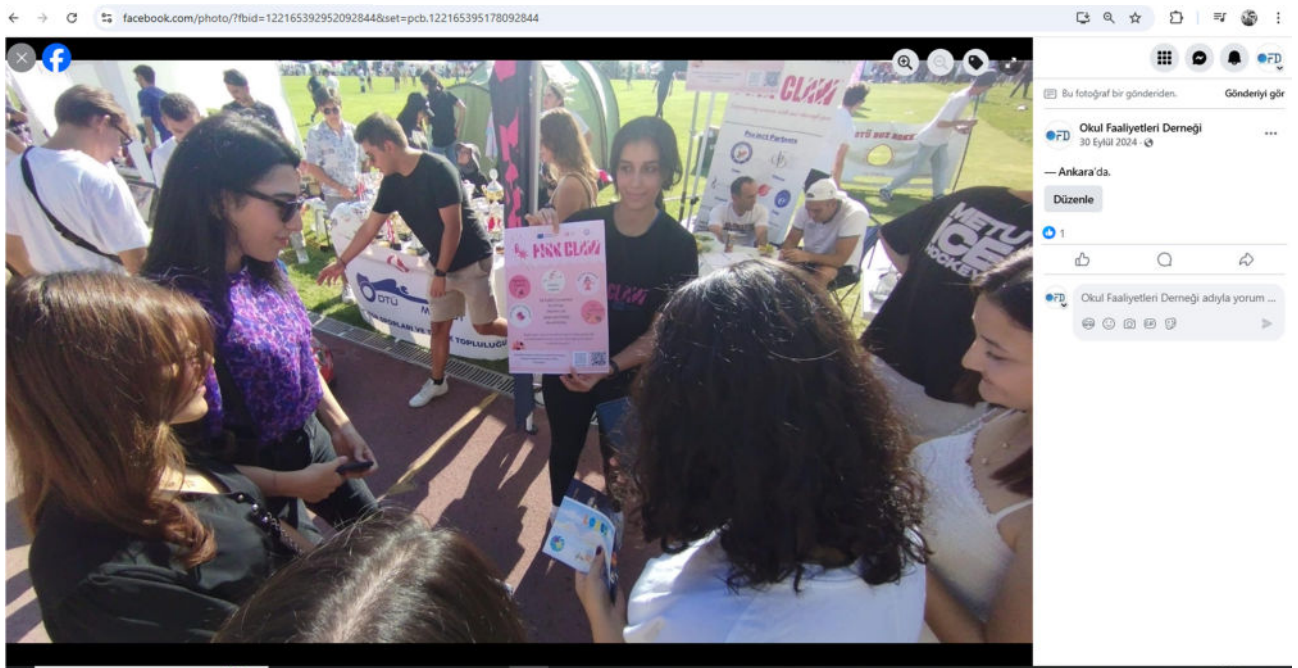
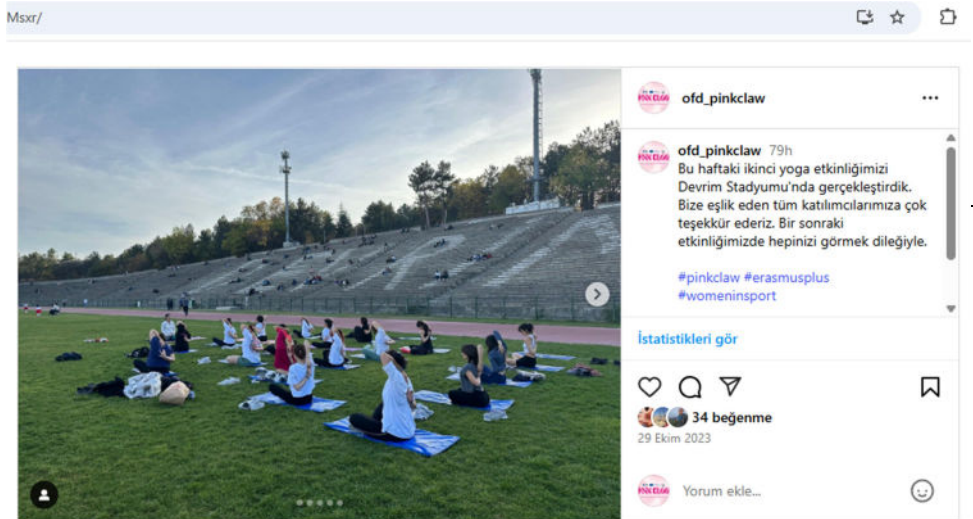
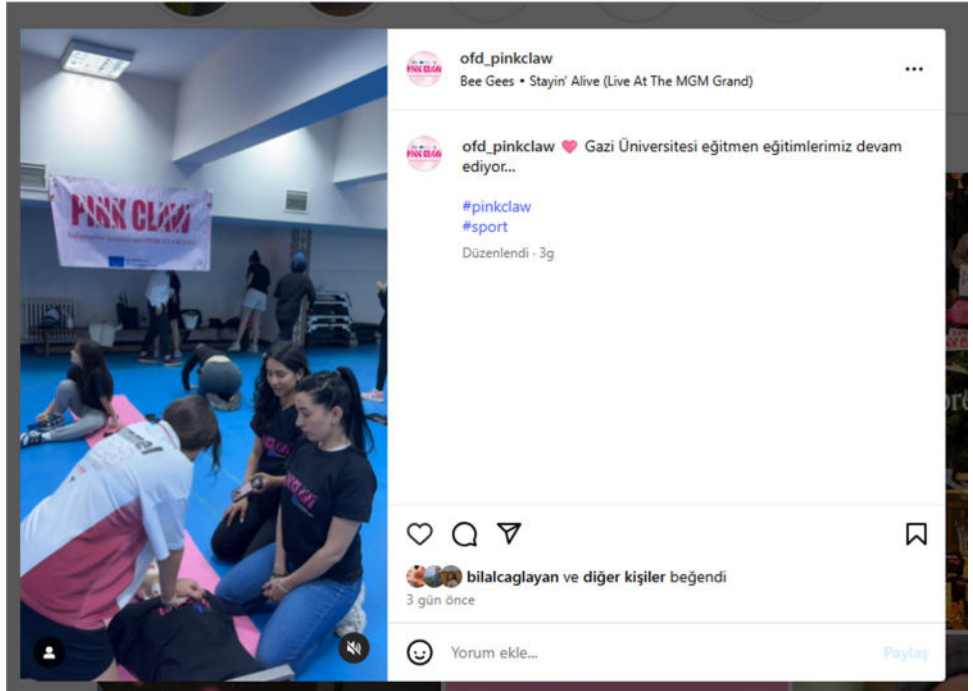
PINKCLAW social media strategy aimed at providing online partners' communities and stakeholders with information and new developments in the project, but it also reaches out to new target groups and a broader audience. Social Media played a promotional role for the project and promote visibility of the project to a wide range of audiences. Social medias popularity, ease of access and rapid information flow identifies it as a very effective online dissemination tools.

Partner organisations published project information on their social media accounts but some of them created ad hoc profiles on FB and IG as ENDAS, ASCG and OFD.

Official partners' social media profiles to tag in the posts:

				
ENDAS	X	X	X	
ISES	X	X		X
AMA	X	X	X	X
TOSF/OFD	X	X		
ASCG	X	X		X

Here some examples of social media posts:



Cerca su Facebook

Co-funded by the European Union

**PINK CLAW**  
EMPOWER WOMEN WITH AND THROUGH SPORT

Mindfulness • Self Defense • Tactical Fitness • First Aid • Obstacles

PROJECT PARTNERS: ENOAS, EUS, CORPORATE GAMES, ALICE MILLIAT ASSOCIATION

**Pink Claw**  
Mi piace: 14 • Follower: 16

Messaggio Mi piace Cerca

Post Informazioni Menzioni Recensioni Reels Foto Altro

**In breve**  
Pink Claw este un proiect Erasmus finantat de UE care include 5 activitati sportive pentru femei

Pagina - Sport - Evento sportivo  
pinkclaw-europe.eu

**Post**  
Pink Claw  
24 maggio alle ore 09:11  
The final Pink Claw Erasmus meeting confirmed that women's participation in sport thrives in fully women-led environments. Reviewing project outcomes, partners emphas...

Pink Claw-Artiglio Rosa

ocr@endas.it  
pinkclaw-europe.eu  
Consumazione sul posto - Posti a sedere all'aperto  
Ancora nessuna valutazione (0 recensioni)

**Foto** Vedi tutte le foto

25 maggio alle ore 19:11

FitKamp Squad - Vicenza si trova presso Rettorgole.  
24 maggio alle ore 21:10  
Sabato 24 maggio 2025

35



Alice Milliat Association  
1743 abonnés  
1j •

[Projets européens eu]

Retour sur le Transnational Partner Meeting des 22 et 23 mai 2025 à Paris, dans le cadre de la réunion finale du projet européen Pink Claw !  
Pendant deux journées riches en échanges, les partenaires venus d'Italie, de Roumanie et de Turquie ont partagé les résultats clés de ce projet :

- ✓ Bilan des activités sportives organisées tout au long de l'année, notamment les sessions sportives réservées aux femmes en partenariat avec Kabubu
- ✓ Actions de dissémination menées à l'échelle locale et européenne
- ✓ Présentation des rapports nationaux sur la pratique sportive féminine ... plus

Vous et 11 autres personnes 2 republications

J'aime Commenter Republier Envoyer

Ajouter un commentaire...

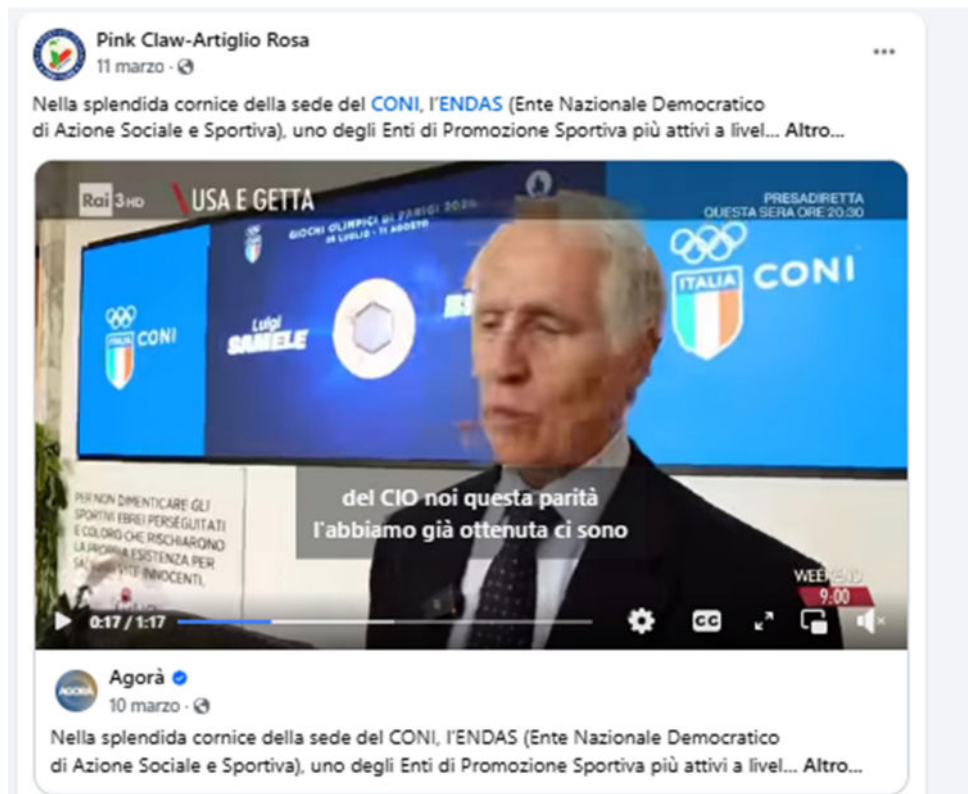
## Web publications

Some partners published information about the project online with dedicated articles. Specifically:

- News article and social post promoting event 17.10.2023 online article on TG24.info promoting the upcoming Pink Claw event in Isola del Liri.

<https://fb.watch/A2DQIYBQ--/>

<https://fb.watch/A2DSK9ZkRB/>



- **28 November 2024 – Presentation of ENDAS Pink Claw on Regional TV Sportitalia (IT)**

The Pink Claw project was officially presented during a dedicated segment on Sportitalia, a regional sports television channel. The broadcast highlighted the project's mission, activities, and national impact, giving voice to female athletes and coaches involved.

<https://fb.watch/A2E4eI7sHr/>

- **06 June 2025 – ENDAS Italia and ENDAS Lazio on Pianeta Sport TV (IT)**  
Tonight at 10 PM on RETE ORO, ENDAS Italia and ENDAS Lazio will be featured on *Pianeta Sport TV*. The spotlight will be on *Pink Claw – Artiglio Rosa*, highlighting its achievements and impact on women's empowerment through sport.

<https://fb.watch/A2EaHDeTDW/>

- **Souvenir Programme Winter 2024 and Souvenir Programme Bucharest CG 2024**

Souvenir Programme is a brochure produced for each event Corporate Games, distributed to all participants from that edition, teamleaders and so on. Besides participants, rules for sports, locations we have commercial from partners but also for our Erasmus projects. Here is just the page with the project, at the bottom of the page it is the number of page.



- Sessions sportives gratuites pour les femmes à la Cité Fertile

<https://www.paris-friendly.fr/session-sport-gratuit-cite-fertile.html>

## 4. MONITORING AND REPORTING

Monitoring of dissemination and communication activities is a continuous process in PINKCLAW, with formative and summative evaluation.

To qualify and evaluate the dissemination actions, PINKCLAW has set specific measurable goals. The implementation of the dissemination strategy was regularly evaluated according to the level of realization of set up dissemination objectives and results.

The following table presents the currently achieved values with respect to the target ones.

INDICATOR	TARGET VALUE	CURRENTLY ACHIEVED	SOURCE
Number of open events organised in each partner country	12 events organised in the participating countries	22 events organised in the participating countries	Attendance lists and photos
Number of participants in the open events	50 in each event	>1.600 participants in the 22 events	Attendance lists
Number of people reached on social media	NA	48.000 people reached via project partners' social media accounts.	Social media accounts/analytics of the partners
Number of entries (articles/ press releases) in local, regional and national press (printed and online)	NA	4 articles/videos	Links & Copies of the entries