



# SHOUT N SHARE

DIGITAL CAMPAIGN SUMMARY

# SUMMARY

The Shout N Share project is a collaborative partnership co-funded by the Erasmus+ programme of the European Union which between 2019-2021 sought to boost the profile of young para-athletes. The project sought to develop innovative and replicable awareness raising campaigns, with the intention of developing tools and resources which could be further exploited by stakeholders both inside and outside of the Parasport sector beyond the end of the project's lifetime. The Exploitation Guidelines links stakeholders to the activities of the Shout N Share project and gives practical guidance on how similar campaigns can be implemented, signposting to resources and offering tips and advice along the way based on the experience collected through the project.



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Co-funded by the  
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## INTRODUCTION

The importance of sport for people with a disability is undisputed. Sport is acknowledged as a tool to stay healthy and to promote values; and it has great potential to promote social inclusion. However, the majority of Europeans with a disability still do not have equal opportunities when it comes to enjoy the benefits of sports. This is also due to the fact that misinformed attitudes exist towards people with a disability and their abilities to participate in sports, and a lack of awareness of people with a disability themselves concerning the benefits and opportunities of sport for their better inclusion into society. And although the Paralympic Games have developed into a world-wide showcase event for parasports, the structures and resources outside this biennial highlight still remain semi-professional. This means that parasports in Europe still are in their early stages of structural development, when compared to sports in general; and they are immensely dependent on public funding.

Therefore, parasport organisations still lack the resources, experience and channels to set up the required awareness-raising measures that reach out to the end-users and target groups. And this is especially when it comes to young audiences and new media. Therefore, the SHOUT 'N SHARE project establishes awareness raising that is specifically focused towards the promotion of youth parasports and the outstanding abilities of young para-athletes through new media. SHOUT 'N SHARE (A) develops a strategic approach with replicable tools and practical recommendations about how to reach out with and to young para-athletes and their peers, and (B) develops and publishes online content in the European countries that includes clear value proposition for the target groups. The ultimate goal of SHOUT 'N SHARE is to change attitudes towards the abilities of young para-athletes, and to allow for more youngsters with disabilities to enjoy the benefits of being included into sports and society.

## DIGITAL CAMPAIGN SUMMARY & TEMPLATE

During the Shout N Share project, and after the completion of specific work programme milestones, exploitation guidelines have been developed. The Digital Campaign Strategy document provides (1) An example of strategy from the project and (2) a template for other stakeholders to complete. Through a source for inspiration, coupled with the practical guidance of the Exploitation Guidelines, it is intended that this transferrable knowledge and lessons learned from the project will benefit a variety of stakeholders, including EPC Members, para sport organisations, sport organisations individual practitioners in the para sport sector, and other interested stakeholders.

It was decided to develop two campaigns; '20 Under 20' and 'My World' to develop examples of how repeatable (sustainable) campaigns and one-off thematic campaigns can be developed. Furthermore, the ideas were chosen to show how campaigns can be developed from 'desk-based' and 'location-based' environs. 20 Under 20 was 'desk-based' and My World was conducted at the EPYG 2019 as planned. In both cases there was a mixture of partner & third-party production.

Digital Campaigns can be very cost effective, especially if all of the source information is collected remotely, i.e., conducting interviews via Zoom/Skype, producing video and photo campaigns from stock footage etc. These types of 'remote' campaigns allow for your organisation to develop and implement campaigns with a low cost-burden, and to release posts and information on a more regular basis.

It is, however, important to seek a balance with remotely developed campaigns and 'real-world' campaigns, i.e. event visits, live interviews etc. This balance gives the audience both the regular updates they want and the authentic, behind the scenes access which will keep them engaged in your campaigns. The Shout N Share project developed two campaigns which fall into these categories to showcase how such strategies can be implemented.

The campaign summarized in this document is the 'My World' campaign which is 'location-based' and involved in collecting source material as opposed to the 'desk-based' approach. The summary provides an overview of how the campaign developed. Rather than an exhaustive step by step, this summary is intended to (hopefully!) act as a source of inspiration for how you can deliver your own campaigns, the considerations that we made and how the 5A's work in practice.

## MY WORLD CAMPAIGN



### ANALYZE

Having analysed their current strategies and communications output, partners realized that they all conducted campaigns around youth para sport but had rarely involved young people themselves as the story. Furthermore, campaigns has often focused around sports reporting, rather than person focused reporting. Finally, having conducted an audience audit, the partners realized that they had higher engagement from older people, but lacked a level of engagement which could be compared to the overall demographic representation in the digital environments, therefore it was clear they could be more effective with their strategies around youth. This was earmarked as the Type 1 strategy (see above), which would be tested.



### AIMS

The main aim of the 'My World' campaign was to test and understand better this type of campaign. It was agreed that under the umbrella of 'My World' the campaign should be used to test different elements; Profiling Young Athletes, Olympic/Paralympic Crossover, Showcasing Grassroots Events. Throughout these test elements should be the opportunity to include and assimilate athletes with a severe disability. Conducting such a young centric, mutli-level (grassroots through to elite) with different elements within it (Olympic/Paralympic Crossover, Grassroots Event) was necessarily new, especially given the international context of the campaign. Therefore, it was agreed that the main aim was to construct a process which would allow for learning to emerge and better inform not just the partners but stakeholders in the future.





## ALIGN

It was decided that all content would be released through a primary source, Parasports World. This release would be delivered through Facebook and Instagram, to take advantage of their following of close of 30,000 people. Secondary channels would include the project website, partner websites and partner social media channels. All content would be scheduled around the Paralympic Games 2020 (later changed to European Week of Sport 2020 due to COVID-19). Posts would be delivered no more than daily with cross posting made between partner accounts and between platforms.





## ACTION

It was decided to develop a 'sketch' based video, which would animate images of the young athletes whilst they described specific aspects of their Paraspport story. Prior to the European Para Youth Games 2019 in Pajulahti, Finland a communication was sent out via the European Paralympic Committee to all of its members with the details of the campaign, and how people could sign up to be interviewed. Three example scripts were provided as part of the communication to help athletes prepare. with a further 2 interviews being conducted later in Denmark for the Olympic/Paralympic crossover. Images and audio were collected 'in-house', sketches were prepared, and videos were mixed by a third-party subcontractor.

### PROFILING YOUNG ATHLETES

A total of 17 interviews were conducted during the event including athletes from 10 different countries, with young athletes speaking about:

**I Love Paraspport;** This video will give an insight into why the athlete loves Para-Sport, what does it make them feel? What are the highs and lows? What makes them train hard?

**The Moment;** This video gives an insight into what it's like to be a Para-Athlete in a high pressure situation. i.e. Blind Football; Taking a penalty kick. Athletes will describe what that moment feels like, the atmosphere, the mental process.

**This Photo;** An athlete describes an image which means a lot to them, looking back on a certain moment in their Para-Sport career. It could be their first race, their last race, their biggest challenge. They will describe how it makes them feel reflecting on that image now.

### OLYMPIC/PARALYMPIC CROSSOVER

The Danish Olympic Committee and Paraspports Denmark worked together to establish the basis for a crossover element in the campaign.

Equestrian para-athlete Stinna Kaastrup and athlete Cathrine Dufour were selected as they have known each other from a young age.

They were interviewed on-site in Denmark and were asked to switch the usual formal, providing the audio for each other's sketch video.

Both talked about their respect for each other, what inspires them about the other person and their sport.

### SHOWCASING GRASSROOTS EVENTS

On a local scale, the MyWorld Campaign was linked to the Adapted water sports inclusive camp held in the Black sea Campus of NSA in city of Nessebar, Bulgaria.

The elite level of sport only tells a fraction of the story about youth Paraspport and it was felt that the campaign should be linked to the grassroots.

Therefore, this event was chosen by the partners where 14 persons with disabilities, accompanied by students and coaches took part in sea swimming, kayaking, sailing, stand up paddling, beach volleyball, and beach football.

Images and footage from the camp were used as part of the MyWorld campaign, with the main focus being a video produced which detailed the different elements of the event.

### INCLUDING ATHLETES WITH SEVERE DISABILITIES

One such example is Konrad Galan, the Boccia player featured in the My World Campaign. He and his father worked on the script together beforehand, with Konrad's father providing the voiceover for the eventual video.

PARALYMPIC/OLYMPIC CROSSOVER



INCLUSION OF PEOPLE WITH SEVERE DISABILITIES

*I Love Boccia*  
by Konrad Galan  
voiced by Konrad's father



*This is my World*

EVENT VIDEO: NESSEBAR DISABILITY WATERSPORTS CAMP





## ASSESS

To begin the assessment, process a list of videos was drawn up which shows the content of the campaign. In addition to this list the event was delivered in Bulgaria with a video developed and released.

1	Marcia	Araujo	F	Portuguese	18	T12	Athletics
2	Diogo	Cancela	M	Portuguese	16	S8-SM8-SB8	Swimming
3	Krisztian	Kovacs	M	Romania	19	B1	Goalball
4	Arian	Notretu	M	Romania	14	S9	Swimming
5	Lukasz	Czarnecki	M	Poland	19	F37	Athletics
6	Faustyna	Kotlowska	F	Poland	18	F64	Athletics
7	Riccardo	Innocenti	M	Italy	20	4,5	Wheelchair Basketball
8	Giorgia	Fotia	F	Italy	13	S6-SB6-SM6	Swimming
9	Luka	Trtnik	M	Slovenia	21	TT7	Table Tennis
10	Boris	Travnicek	M	Slovakia	21	TT4	Table Tennis
11	Eliska	Jankechova	F	Slovakia	14	BC2	Boccia
12	Daniel	Arendar	M	Germany	18	B3	Goalball
13	Vanessa	Wagner	F	Germany	17	B1	Para Judo
14	Konrad	Galan	M	Norway	19	BC3	Boccia
15	Cathal	Ryan	M	Irish	18	F/T 46	Athletics
16	Jack	Mangan	M	Irish	18	4	Wheelchair Basketball
17	Nino	Basa	M	Croatian	18		Table Tennis
18	Stinna	Kaastrup	F	Danish			Equestrian
19	Cathrine	Dufour	F	Danish			Equestrian

The campaign was successful both in terms of the actual reception and the learning points which arised. The reception to the profile of young athletes was a real success, as was the Paralympic/Olympic crossover. The event-based video was also well received but it was considered afterwards to be better placed in its own campaign as the branding, imagery and narrative style were different to those of the interview styles. This feedback was very helpful in deciding how to link to events in the future. It had originally been planned to be at the event and conduct interviews but due to COVID-19 this wasn't possible. Finally, and again linked to COVID-19 the learning was made that both digital events and 'real world' events should be linked to. Although the EWOS is in essence a local event, it is linked internationally via the digital environment. This was not just discovered to be a good replacement for the Paralympic Games but a necessary supplement to future campaign development which should have a mix of online and offline events to link to.

# CAMPAIGN DEVELOPMENT TEMPLATE

Consult the Shout N Share Exploitation Guidelines for guidance on how to complete the difference sections, tips from the project and a selection of useful tools.

ANALYZE



AIMS



ALIGN



ACTION



ASSESS

