



D32 DESIGN OF CAMPAIGN MATERIALS

1) General information

Campaign Title:	<p>History in our hands</p> <p><i>Povijest u našim rukama (HR)</i> <i>Zgodovina v naših rokah (SLO)</i> <i>La storia nelle nostre mani (IT)</i></p>
Main objectives	<ol style="list-style-type: none"> 1) Share accurate information among young people about the Holocaust, genocide, war crimes and crimes against humanity. 2) Increase the knowledge and visibility of EU values among youth, with focus on safeguarding democracy and fundamental rights.
Key messages <i>connected to the main objectives</i>	<ol style="list-style-type: none"> 1) "Our Past Shapes Our Future" – Understanding the past is essential in building a peaceful and just future. 2) "In Solidarity" – Democracy, diversity, and social justice is what makes Europe stronger and more resilient against extremism and violence.
Target audience	<p>18-26 year old in 10 to 12 EU countries</p> <p>target value: 200 000 young people reached</p>
How: campaign	Facebook;

channels	YouTube; Web pages <i>see communication and dissemination strategies</i>
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General indicators	At least 10 posts on various social media platforms
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2) Timeline and content

Timeline	Start: 01 April 2025 End: 31 August 2025
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N.	Content	Date	Channels	Format	Indicators
1.	Beginning of the campaign - information about the project and its goals	April 2025	Web pages	Article	1 post
2.	Recording and visuals of School of Democracy in the partner countries	April - May 2025	Web pages YouTube Facebook	Photos and Videos	at least 9 photos & videos At least 3 posts
3.	Short Videos and written evaluations from the Youth Camp	May 2025	Web pages YouTube	Testimonials - written and recorded	At least 10 short videos; 25 written evaluations At least 5 posts
4.	Research findings in the 3 partner countries	June 2025	Web pages YouTube Facebook	Photos, videos, publications	At least 3 posts, with videos, photos, and texts from the publications
5.	Short texts from the	July	Web pages	Short texts,	At least 3

	round table	2025	YouTube Facebook	photos	posts, with videos, photos, and texts from the round table
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3) Visual elements

- **Project logo**

The logo represents the memorial site in Dotrščina Memorial Park, located in Zagreb. The Memorial park remembers the victims of the Ustaša regime, mostly political opponents who were executed on this site in 1941. More than 8 000 citizens of Zagreb were killed in this location. Today the park is one of the symbols of anti-fascist resistance in the city and is a relevant location for commemorating WWII victims. The logo includes the title of the project, the logo of the coordinator and the logo of the donors.



- **Post format**

Each post will include at least 500 characters with spaces with an appropriate photograph related to the post-content. Posts will follow a similar graphic and visual imagery, and always include the coordinator logo and the logo of the donors.

Examples:



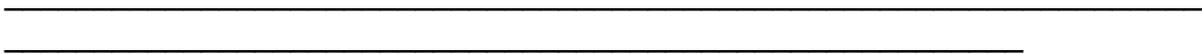
The posts could be used to promote sensitivity to minorities that were affected during WWII. The first one represents the demolished Jewish Synagogue that was located in the center of Zagreb, and torn down by the Ustaša regime. The second post represented the Student centre, located in Zagreb, which became a transit camp during WWII.

Both images are an example of possible visuals that can accompany texts and posts during the social media campaign.

- **Video format**

Each video will last around 2 minutes to be more easily accessed from the young audience. Longer recordings will be edited to answer this purpose.

Each video will follow a similar graphic and visual imagery, and always include the coordinator logo and the logo of the donors.



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