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WP5 YES HUB Strategic Cooperation Plan

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Responsible Author(s)	SYLJO
Contributor(s)	Solidarity Tracks
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## 1 INTRODUCTION

The present document sets out the Sustainability and Communication Strategy for **YES Hub**, following the formal completion of its implementation phase. It serves as a comprehensive framework to guide the continued use, maintenance, visibility, and exploitation of the project's results, ensuring their long-term impact beyond European Union funding.

**YES Hub** project has successfully delivered an integrated digital ecosystem comprising an **e-learning platform**, a **GIS**-based mapping tool, and a **mobile application**, supported by extensive multilingual guidance and learning materials. This strategy document builds on those achievements and provides a structured approach to sustaining the project's outcomes through continued communication, cooperation, and shared ownership among stakeholders.

This document is conceived as a living and adaptive framework, designed to respond to evolving user needs, stakeholder feedback, and policy contexts. While the project itself has concluded, the relevance of its objectives, youth empowerment, participation, learning, and visibility, remains strong. As such, this strategy focuses on transitioning from project implementation to long-term consolidation, reuse, and scaling.

The Sustainability and Communication Strategy aligns with key European Union references and requirements, including:

- The Erasmus+ Programme Guide
- European Commission guidance on communication, dissemination, and exploitation of results
- EU visibility and funding acknowledgement rules
- The Grant Agreement and consortium cooperation arrangements
- The methodological foundations established in **YES Hub** Handbook

The document ensures full compliance with EU standards while promoting best practices in transparency, accountability, and impact-oriented communication.

Proactive and strategic communication remains essential in the post-project phase. Beyond fulfilling minimum visibility obligations, **YES Hub** approach emphasises ongoing engagement with young people, youth organisations, educational institutions, public authorities, and the wider public. Effective communication supports not only awareness-raising, but also continued participation, uptake of results, and institutional embedding—key factors for sustainability.

This document provides a clear reference framework outlining:

- The context and legacy of **YES Hub** project
- The structure and role of the digital ecosystem
- Strategic communication principles and key messages
- Supporting materials and multilingual accessibility
- Visual identity and EU visibility requirements



## 2 BACKGROUND / YES Hub OVERVIEW

**YES Hub** was developed in response to persistent structural challenges faced by young people across Europe and MENA regions, including limited access to inclusive learning opportunities, fragmented youth ecosystems, unequal territorial opportunities, and insufficient channels for meaningful youth participation in social innovation and civic engagement. These challenges remain highly relevant beyond the formal conclusion of the project and continue to shape the context in which youth operate at local, national, and European levels.

Building on the conceptual foundations laid out in **YES Hub Handbook**, the project implemented a holistic and digitally enabled approach to youth empowerment, combining learning, participation, visibility, and cooperation within a single integrated ecosystem. Throughout its implementation, **YES Hub** consistently recognised young people not merely as beneficiaries, but as active co-creators, contributors, and knowledge holders, capable of shaping their communities when provided with accessible tools, mentorship, and participatory platforms.

At its core, **YES Hub** strengthened youth agency through the combined use of digital education, community engagement mechanisms, and spatial intelligence tools. Young people were supported to design, implement, and showcase initiatives responding to local and transnational challenges, while simultaneously contributing to a shared European knowledge base on youth action and innovation.

The sustainability plan presented in this document builds directly on the project's original rationale, which was grounded in three interconnected needs identified through prior research, practice, and youth consultations reflected in **YES Hub** methodology. These needs continue to guide the post-project continuation strategy:

1. The need for accessible and flexible learning pathways

Many young people, particularly those facing socio-economic, geographic, or digital barriers, continue to lack access to adaptive learning environments that respond to their lived realities. During the project, **YES Hub** addressed this gap through modular, digital, and youth-friendly learning content supporting both formal and **non-formal education** pathways. Ensuring the continued availability, updating, and reuse of these learning resources remains a central pillar of the sustainability strategy.

2. The need for visibility and recognition of youth initiatives

Youth-led actions often remain invisible beyond their immediate communities, limiting opportunities for replication, cooperation, and policy uptake. **YES Hub** responded to this challenge by creating **digital spaces** where youth initiatives could be documented, mapped, and shared. Sustaining these visibility mechanisms particularly through the digital platform and **GIS** mapping tool, is essential to preserving and expanding the project's impact.

3. The need for sustainable youth ecosystems rather than isolated projects



Short-term interventions frequently fail to generate lasting impact once funding ends. From its inception, **YES Hub** prioritised ecosystem-building by fostering cooperation between youth organisations, educators, municipalities, and **digital platforms**. The post-project sustainability plan builds on these established relationships to ensure continuity, shared ownership, and long-term relevance beyond the project's funding period.

The overarching objective of **YES Hub** project was to establish a sustainable, youth-centred digital ecosystem supporting learning, participation, cooperation, and long-term impact. Following the project's completion, this objective now translates into a concrete sustainability and continuation agenda focused on maintaining, consolidating, and further developing the project's results.

This objective is pursued in the post-project phase through the following sustained aims:

- To maintain and further develop an open and inclusive digital platform for youth-generated content, learning resources, and community exchange
- To ensure the continued operation and updating of the GIS-based mapping tool, enabling the visualisation of youth initiatives, spaces, and actions and supporting evidence-based advocacy and territorial awareness
- To sustain the mobile application as a participation and engagement tool, facilitating micro-learning, local action, and real-time interaction
- To strengthen cross-sector cooperation between youth organisations, educational institutions, public authorities, and other stakeholders involved in youth empowerment
- To embed sustainability, openness, and youth ownership into all digital outputs through clear governance, open licensing, and shared responsibility mechanisms



### 3 Overview of YES Hub Ecosystem

Following the completion of **YES Hub**, its results are consolidated within an integrated digital ecosystem composed of three interlinked components: **YES Hub e-learning platform**, **GIS** mapping tool, and the **mobile application**. Each component fulfils a distinct yet complementary function, and together they form a coherent system that supports the continuation, scaling, and sustainability of the project's impact.

The ecosystem was designed from the outset to enable long-term use beyond the project's funding period, ensuring interoperability, user accessibility, and adaptability to evolving youth needs and policy contexts. The sustainability strategy outlined in this plan builds on the functional complementarities between these components, treating them not as standalone outputs but as mutually reinforcing elements of a shared digital infrastructure for youth empowerment.

#### 3.1 YES HUB E-LEARNING PLATFORM

**YES Hub** e-learning platform constitutes the central hub of the ecosystem and remains the primary entry point for users in the post-project phase. During the project, the platform hosted learning materials, articles, case studies, and youth-generated content developed in line with the pedagogical and methodological principles set out in **YES Hub** Handbook.

As a sustainability asset, the platform continues to support:

- Self-directed and non-formal learning, enabling young people to access modular educational content at their own pace
- Peer exchange and knowledge sharing, through youth-authored contributions and community-oriented content
- Mentorship and guidance dynamics, by making training materials and practical resources available to youth workers and mentors

In the post-project context, the platform's role shifts from project delivery to content preservation, reuse, and further development. It serves as a long-term repository of open and reusable resources, while also functioning as a dissemination and cooperation space for new youth initiatives, partner organisations, and external projects aligned with **YES Hub** approach.

To ensure operational continuity and technical sustainability, Solidarity Tracks retains ownership of **YES Hub** domain and commits to maintaining the platform for a minimum period of five years following the completion of the project. During this period, **Solidarity Tracks** will be responsible for:

- Ensuring continued hosting and technical accessibility of the platform
- Carrying out essential maintenance and security updates
- Supporting minor content updates and technical adjustments, where required



This arrangement provides a clear and realistic foundation for the platform’s long-term sustainability, while allowing flexibility for future cooperation, content contributions, and potential institutional partnerships beyond the original consortium.

### 3.2 GIS MAPPING TOOL

GIS mapping tool provides the spatial and evidence-based dimension of **YES Hub** ecosystem. During the project, it was used to map youth initiatives, projects, and youth-friendly spaces, transforming dispersed local actions into structured and visualised data.

In the sustainability phase, GIS map continues to play a strategic role by:

- Maintaining visibility of youth initiatives beyond the project lifecycle
- Supporting strategic planning and cooperation among youth organisations, municipalities, and other stakeholders
- Contributing to evidence-based dialogue and advocacy, particularly in relation to territorial inequalities and youth participation

The mapping tool is designed to remain operational as a living database, with mechanisms for periodic updates and contributions from youth and partner organisations. Its continued use enhances the long-term value of the project’s results by enabling comparison, replication, and policy-relevant analysis at local, national, and European levels.

To ensure continuity and technical sustainability, GIS mapping tool is integrated within **YES Hub** digital infrastructure and is maintained under the same sustainability framework as the e-learning platform. **Solidarity Tracks** is responsible for ensuring the continued hosting, accessibility, and basic technical maintenance of GIS tool for a minimum period of five years following the completion of the project.

During this period, **Solidarity Tracks** will:

- Ensure the technical functionality and availability of GIS tool
- Support essential system updates and security maintenance
- Facilitate periodic data updates in cooperation with youth contributors and partner organisations

This approach ensures that GIS mapping tool remains functional, relevant, and usable in the post-project phase, while preserving flexibility for future data contributions, partnerships, and potential integration into broader youth policy or research initiatives.

### 3.3 MOBILE APPLICATION

Mobile application functions as the primary participation and engagement interface within **YES Hub** ecosystem. It was developed to complement the e-learning platform and GIS mapping tool by facilitating real-time interaction and lowering barriers to youth participation.

In the post-project phase, mobile application supports sustainability by:



- Enabling young people to engage with content and opportunities in an accessible and user-friendly manner
- Allowing users to contribute data and inputs directly to GIS mapping tool
- Supporting micro-learning, local actions, and offline engagement, connected to the broader digital ecosystem

The mobile application's design prioritises accessibility, low technical complexity, and integration with offline youth activities, ensuring that it remains usable and relevant even with limited maintenance resources. Its continued operation strengthens youth ownership of the ecosystem and reinforces the connection between digital tools and real-world action.

To support continuity in the post-project phase, the mobile application is maintained in alignment with the overall YES Hub digital infrastructure. **Solidarity Tracks** assumes responsibility for ensuring the continued availability of the application for a minimum period of five years following the completion of the project, including:

- Maintaining compatibility with the core functionalities of **YES Hub** platform and GIS mapping tool
- Carrying out essential technical updates and adjustments, where required
- Ensuring continued accessibility for users without introducing unnecessary technical complexity

This approach prioritises functional sustainability over feature expansion, allowing the mobile application to remain a stable and reliable engagement tool while retaining flexibility for future adaptations or integrations.

Taken together, **YES Hub** e-learning platform, GIS mapping tool, and mobile application form a coherent and sustainable digital ecosystem that connects learning, action, and visibility. The interlinkages between these components enable:

- Continuous flows between education, participation, and data
- Shared ownership among users and partner organisations
- Long-term relevance beyond the project's original scope

This integrated approach underpins the sustainability strategy by ensuring that the project's results remain accessible, adaptable, and meaningful in the post-project phase, while providing a solid foundation for future cooperation, reuse, and scaling.

## 4 STRATEGY AND KEY MESSAGE

Communication remains a central pillar of **YES Hub** sustainability and continuation strategy following the formal completion of the project. In the post-project phase, communication is not limited to dissemination of past achievements, but is strategically oriented towards ensuring continued use, ownership, cooperation, and visibility of the project's results.

**YES Hub** communication strategy supports sustainability by:



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- Maintaining awareness of the digital platform, GIS mapping tool, and mobile application
- Encouraging continued engagement by young people and partner organisations
- Positioning **YES Hub** as a reusable and transferable European youth resource
- Reinforcing the project's relevance for policy, practice, and future initiatives

Innovative communication approaches, combined with participatory engagement and cross-sector cooperation, are essential to preserving the project's impact and ensuring that its results remain active and visible beyond EU funding.

#### 4.1 PRINCIPLES

The following principles guide the elaboration and implementation of **YES Hub** post-project communication and sustainability strategy:

- **Innovative and Forward-Looking**  
**YES Hub** ecosystem is inherently digital and innovation-oriented. Communication activities will continue to leverage digital media, online platforms, and participatory tools to reach young people, youth organisations, and stakeholders. Where appropriate, new media and emerging digital formats will be used to ensure relevance, accessibility, and long-term engagement.
- **Clear and Accessible**  
Communication messages will remain clear, consistent, and easy to understand for diverse target groups, including young people, youth workers, institutional stakeholders, and external partners. Particular attention will be paid to inclusive language and formats that support accessibility and broad participation.
- **Participatory and Cooperative**  
Sustainability relies on shared ownership. **YES Hub** communication approach actively involves youth, partner organisations, and stakeholders in content creation, dissemination, and feedback processes. This cooperative approach maximises the use of existing networks and reinforces collective responsibility for sustaining the project's results.
- **Interactive and Responsive**  
Communication is understood as a two-way process. **YES Hub** ecosystem will continue to collect, analyse, and respond to feedback from users and stakeholders through digital channels, consultations, and informal engagement mechanisms. This interaction supports continuous improvement and ensures that communication remains responsive to user needs.
- **Targeted and Purpose-Driven**  
Communication activities will be tailored to specific target groups, recognising that a generic approach risks reducing impact. Messages, formats, and channels will be adapted according to audience needs, including young people, youth organisations, educational institutions, municipalities, and policy-oriented actors.
- **Context-Sensitive and Inclusive**  
**YES Hub** operates across diverse social, cultural, and territorial contexts. Communication activities will reflect this diversity by promoting inclusive representation and by engaging local and regional actors in content dissemination. This approach supports relevance at both grassroots and European levels.
- **Accountable and Impact-Oriented**  
Communication efforts will demonstrate responsible use of resources and clear added value. Activities will be monitored and reviewed using qualitative and quantitative indicators aligned with the project's sustainability objectives, ensuring transparency and continuous learning.



## 4.2 KEY MESSAGES

The post-project communication strategy is structured around the following core messages:

- **YES Hub** is a living digital ecosystem that continues beyond the project lifecycle
- Youth are active contributors and owners, not passive users
- E-learning platform, GIS map, and mobile application are open, reusable, and adaptable
- **YES Hub** supports evidence-based youth action and policy dialogue
- Cooperation and shared responsibility are key to long-term sustainability

These messages reinforce the project's value proposition and support its positioning as a durable European youth resource.

## 4.3 SUPPORTING MATERIALS AND MULTILINGUAL ACCESSIBILITY

A core asset underpinning the sustainability of **YES Hub** ecosystem is the comprehensive set of supporting guidance and learning materials developed and validated during the project implementation phase. These materials ensure that the platform, GIS mapping tool, and mobile application remain usable, accessible, and transferable beyond the project's lifetime, without reliance on continuous direct support from the original consortium.

**YES Hub** has produced:

- A user guide for participants, supporting young people in navigating **YES Hub** platform, engaging with e-learning content, contributing to GIS mapping tool, and participating through the mobile application
- A dedicated guide for mentors and youth workers, providing methodological guidance on how to accompany young people, facilitate learning pathways, and support participation using **YES Hub** ecosystem
- Learning nuggets for each e-learning course, designed as short, modular, and reusable learning units that support flexible, self-directed, and non-formal learning

These materials play a critical role in the post-project phase by enabling autonomous use, onboarding of new users, and replication of **YES Hub** approach by external organisations, educators, and youth initiatives.

To ensure inclusiveness and broad European and regional accessibility, all guidance and learning materials are available in five languages: **English, Arabic, Greek, French, and Turkish**. This multilingual availability significantly enhances the project's sustainability by:

- Lowering linguistic barriers for young people and practitioners
- Supporting continued use across diverse geographic and cultural contexts
- Facilitating uptake by organisations operating at local, national, and cross-border levels



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The availability of these materials in multiple languages also strengthens the exploitation potential of the project's results, allowing YES Hub ecosystem to be reused and adapted by other initiatives aligned with youth empowerment, digital learning, and civic engagement objectives.

In the sustainability phase, these guides and learning nuggets will continue to serve as reference and onboarding tools, ensuring consistency of use, quality assurance, and long-term relevance of YES Hub digital ecosystem.

## 5 VISUAL IDENTITY

Maintaining a clear, consistent, and compliant visual identity remains a key element of YES Hub sustainability and communication strategy following the completion of the project. Proper use of visual identity elements ensures continued recognition of European Union support, reinforces the project's credibility, and guarantees compliance with EU visibility requirements in all post-project communication and dissemination activities.

The visual identity guidelines outlined below apply to all materials produced, maintained, or disseminated in the post-project phase, including digital platforms, learning materials, guides, publications, events, and online communication.

### 5.1 EU EMBLEM AND FUNDING STATEMENT

All communication, dissemination, and sustainability-related materials linked to YES Hub ecosystem must prominently feature the EU emblem accompanied by the funding statement “Funded by the European Union”, in order to acknowledge EU financial support.

#### 5.1.1 Design Specifications

- The EU emblem must be used without any alteration, distortion, or integration with other graphic elements.
- The emblem must retain its official proportions, colours, and graphical integrity, in line with the European Commission's visual identity guidelines.
- The funding statement should be placed next to the EU emblem using a clear and readable typeface (e.g. Calibri or equivalent).
- Font colour should ensure sufficient contrast with the background (e.g. black, white, or orange, depending on background colour).

#### 5.1.2 Placement and Size

- The EU emblem and funding statement must be **clearly visible and prominent** on all materials.
- When other logos are displayed, the EU emblem must be **at least the same size as the largest logo** present.



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### 5.1.3 Language Considerations

- Where relevant and appropriate, the funding statement may be **translated into local languages** to ensure clarity and understanding for target audiences, while preserving the original meaning and intent.

## 5.2 YES HUB LOGO USAGE

All materials related to the sustainability and continuation of the project must consistently use the official **YES Hub** project logo, which represents the project's identity and legacy.

- Design Specifications  
**YES Hub** logo must be used in its official version, without modifications to its design, colours, proportions, or typography.
- Placement and Size  
When displayed alongside the EU emblem, both elements must have equal visual prominence, with adequate spacing to ensure clarity and avoid visual clutter.
- Usage Contexts  
**YES Hub** logo should be included in all relevant materials, including:
  - Digital platforms and websites
  - E-learning content and learning nuggets
  - User and mentor guides
  - Presentations, reports, and publications
  - Communication and promotional materials

Consistent logo usage reinforces the visibility and recognisability of **YES Hub** ecosystem in the post-project phase.

## 5.3 CO-BRANDING GUIDELINES

In cases where **YES Hub** materials are produced or disseminated in cooperation with partners, networks, or external initiatives, co-branding must follow clear hierarchy and consistency rules.

- Hierarchy and Proportions  
The EU emblem must always be at least as large as the largest logo displayed. The EU emblem is the only visual element that explicitly highlights EU financial support.
- Placement  
Logos should be arranged to reflect the level and nature of involvement, ensuring that the EU emblem remains clearly visible and prominent.
- Visual Consistency



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Adequate spacing between logos must be maintained to ensure a balanced and uncluttered layout. Consistent sizing and alignment should be applied across all materials.

These rules apply equally to digital outputs, publications, and online communication linked to the sustainability of YES Hub project.

#### 5.4 DISCLAIMERS

Including disclaimers clarifies the source of content and delineates responsibility.

**Standard Disclaimer:** All materials should feature the following statement:

*"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 the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them."*

#### Placement

The disclaimer should be placed in a clearly visible location, such as:

- The footer of documents and publications
- The footer or legal section of websites and digital platforms
- Presentation closing slides or final pages

## CONCLUSIONS

Sustainability and Communication Strategy confirms that YES Hub has been designed and implemented not as a time-limited intervention, but as a long-term digital ecosystem for youth empowerment, learning, and participation. Following the completion of the project, this document provides a clear roadmap for maintaining and enhancing the value of its results.

The strategy demonstrates a strong commitment to:

- Youth ownership, positioning young people as active contributors and co-creators
- Sustainability, through open resources, multilingual materials, and low-barrier digital tools
- Visibility and exploitation, ensuring that outputs remain accessible, reusable, and policy-relevant
- Cooperation, by fostering continued engagement among youth organisations, educators, public authorities, and other stakeholders



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By combining an integrated ecosystem approach with targeted communication principles and clear visual identity guidelines, **YES Hub** ensures that its platform, GIS mapping tool, mobile application, and learning materials continue to generate value beyond the project’s funding period.

A key strength of this strategy lies in its adaptability. As a living document, it allows for periodic review and adjustment in response to emerging needs, new partnerships, and evolving youth realities.

Continuous feedback mechanisms, user engagement, and stakeholder cooperation will remain central to sustaining relevance and impact.

Ultimately, the long-term success of **YES Hub** ecosystem depends on **shared responsibility and collective commitment**. Through consistent communication, inclusive practices, and strategic cooperation, **YES Hub** is well positioned to remain a durable European youth resource—supporting learning, participation, and evidence-based youth action well beyond the life of the original project.

The consortium commits to periodic review of this strategy on a biennial basis.

