

# 2024 QUEST

## COMMUNICATION & DISSEMINATION REPORT



**CIVIL SOCIETY COOPERATION IN  
THE FIELD OF EDUCATION  
SGA 2024**



**Co-funded by  
the European Union**

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# 1.

## INTRODUCTION

This deliverable summarises all the communication and dissemination work undertaken by QUEST over the year, with the objective of further increasing the reach and visibility of our organisation's actions, both within our members network and externally.

The communication and dissemination task was boosted by our EU-funded operating grant, which enabled us to hire both a Communication Officer and a Membership Officer to facilitate the planning, organisation, communication and dissemination of our activities. This meant breaking down the communication strategy developed in the previous year into a clear set of actions.

The results achieved in 2024 were twofold: on a strategic and procedural level, we improved and streamlined our communication and dissemination system. On a practical level, we significantly increased the reach and visibility of all the actions undertaken by our organisation.

The following list summarises our main communication and dissemination actions for 2024:

- Launching and optimising our new website
- Optimising our four news social media channels: Facebook, Instagram, LinkedIn and Youtube
- Launching an X channel specifically focused on policy-related content
- Improving the layout and content of our monthly members newsletter
- Improving our public newsletter's format and frequency in order to strengthen our communication with the general public
- Creating and disseminating video content: we've produced 10 videos (between 1 and 12 minutes long)
- Organising 5 member forums to foster exchanges with our members on specific topics
- Providing regular info sessions to both our members and the general public, aimed at presenting the work of QUEST and its membership
- Disseminating about our events and activities through our four social media channels, newsletter and website
- Joining 6 new alliances and networks





## 2.

# PROMOTING CHILDREN AND YOUTH DEMOCRATIC PARTICIPATION

This year, QUEST has been invested in promoting youth democratic participation not only in schools but in society at large, and within its very own organisational structure.

## Citizen-engagement actions (child-voting games)

JUNE 1,  
2024

### “We Make the Future” climate event, Brussels

QUEST piloted an interactive children-voting game during a citizen-engagement event that preceded the EU elections. At its event stand, QUEST organized two interactive voting stations: one for children featuring fun activities to express their opinions on nature and their voice in society, and another for adults addressing education's role in environmental challenges and children's inclusion in decision-making. These activities marked QUEST's first public advocacy efforts to highlight children's rights, their role in the green transition, and democratic education practices.



SEPT 22,  
2024

### Mobility Day in Ans, Brussels

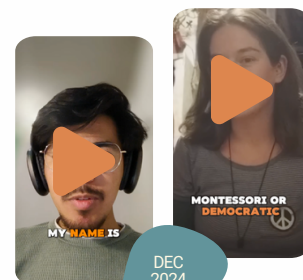
During this event, organized in collaboration with the Belgian Climate Pact, QUEST introduced a new version of its child-voting game tailored to the mobility theme. This time, responses were tracked using a Google Form, allowing for detailed data collection. By the end of the day, 34 children aged 4-12 participated in the survey. The findings were shared with the Belgian Climate Pact and the municipality of Ans to highlight the potential of involving children in public discussions. Key insights were also shared publicly via QUEST's social media channels, promoting broader awareness and engagement.

DEC  
2024



**Promo video for EUDEC 2025:** as part of its involvement in the planning of the International Democratic Education Conference 2025, QUEST's communication team has edited a promo video based on interviews of children and teachers filmed during the EUDEC 2024 event.

**Interviews with children about education:** Through a series of video interviews (more will follow), QUEST's Youth Advisory Board (YAB) members shared their experiences and insights about education, discussing what they value most and what they feel is needed to improve learning environments. These interviews captured the diverse voices of young people aged 14-25, reflecting their unique perspectives on education. The YAB, established to ensure that all QUEST actions are youth-informed and youth-led, brought forward powerful testimonies that highlighted their aspirations for more inclusive, participatory, and empowering educational practices.



DEC  
2024

## STRENGTHENING OUR COMMUNICATION WITHIN & BEYOND OUR NETWORK

Our steady membership increase is a reflection of our continuous efforts to improve and expand our means of communication, and to keep offering our members new opportunities to learn, engage and increase their own visibility. Below is a presentation of the main means of communication we use to connect with our members and beyond our network.

### Monthly members newsletter

The members newsletter is our privileged channel of communication with our network. Not only does it allow us to share updates on QUEST's latest actions and events, it is also a precious source of information on education news and deadlines in the EU and beyond, as well as a platform for our members to disseminate their own calls and achievements.

Our members newsletter is composed of the following sections:

- **QUEST News:** a summary of our latest actions and achievements
- **QUEST Events:** a listing of our upcoming events
- **QUEST Publications:** a listing of QUEST's recently-published articles
- **QUEST Members News:** a section dedicated to promoting the achievements, calls and upcoming events of our members
- **Calls & Announcements:** our monthly listing of deadlines for upcoming project calls, calls for partners, competitions and more, in the EU and beyond
- **Other Events & Trainings:** our monthly listing of upcoming events and trainings happening worldwide in the field of education, online and offline
- **European News & Beyond:** our monthly pick of worldwide education news

Ahead of every monthly newsletter, an email is sent to all our members to ask them for their contribution to the upcoming newsletter. We have found that an increasing number of our members use this opportunity to share their events, trainings, achievements and calls for partners, thus fostering communication and exchanges within the network.

Read our [January 2024](#), [February 2024](#), [March 2024](#), [April 2024](#), [May 2024](#), [June 2024](#), [July-August 2024](#), [September 2024](#), [October 2024](#), [November 2024](#), [December 2024](#) Members newsletters.

### General newsletter: from bi-annual to monthly

In October 2024 we made the decision to extend our commitment to send a bi-annual general newsletter to a monthly general newsletter, as we realised the importance of keeping more regularly in touch with our general audience. Indeed by giving them a better chance of getting to know who we are and what we do, we encourage them to approach us and apply for membership. The content of the general newsletter is the same as the QUEST-related part of the members newsletter:

- **QUEST News:** a summary of our latest actions and achievements
- **QUEST Events:** a listing of our upcoming events
- **QUEST Publications:** a listing of QUEST's recently-published articles

A message at the end of the newsletter encourages readers to become members in order to gain access to the full Members newsletter.

Read our [October 2024](#), our [November 2024](#) and our [December 2024](#) General newsletters.



In order to achieve these goals, we've built our website to include different features such as:

- **A page that lists all of our members**, sortable by country. It showcases their logos that link directly to their individual websites. This online database not only allows our members to gain more online visibility, but also to easily map out other members according to their geographical location, and potentially reach out to them to engage in dialogues or collaborations. The overall number of members we have, together with how many countries they represent, are featured prominently at the top of the page, giving an instantaneous grasp of QUEST's size, pedagogical values and geographical reach.
- **A "Become a Member" page** where the conditions, benefits and duties of the QUEST membership are clearly explained. In addition, we have made every effort to render the membership registration process as smooth as possible, starting with a first contact form that can be filled directly on our website.
- A page that features an ever-growing collection of **Best practices from our members**: in May 2024, we launched a process of gathering green and inclusion practices from our members through a call issued in our newsletter. The results are published and regularly updated on our website.
- A system of tagging that allows us to clearly and automatically **categorize our publications** according to the following labels: news articles, policy articles, project reports, videos, QUEST in the press and QUEST documents.
- **A page dedicated to EU Policy and Research**, providing further information and resources primarily aimed at policy makers.
- Pages that present **our team**, including **our volunteers**, and **how to work with us**.
- An extensive review of each of our **pages' keywords and featured images to improve SEO**
- In September 2024, we **installed Google Analytics** to improve our tracking of the website's traffic and engagement.
- Linking a **Stripe account to our website** (see below)

## Setting up a Stripe account

In preparation of our Ecovillages & Education event (October 2, 2024), we set up a Stripe account (online payment system) that we linked to our event's webpage, allowing anyone to easily and securely register and pay for the event through our website. In order to let our members register for free, we sent them a Discount Code via our members' newsletter: this allowed them to proceed to a '0 EUR' checkout.

We also used Stripe's limited additional features to ask potential attendees a few questions as part of their registration process, which helped us in both our organisational process and our statistical compilation. Setting up a Stripe account constitutes **a major milestone** that will greatly facilitate the admin work behind any of our future paid events.

## Opening our info sessions to non-members

In June 2024 we took the decision to open QUEST's Membership Info sessions to non-members. These sessions, in which we present QUEST and explain the conditions and benefits of the QUEST membership, were originally aimed at new QUEST members. However, we came to realise that these sessions were also extremely valuable for curious, potential members. The in-vision engagement with a QUEST representative, as well as the opportunity to ask questions and meet other new and potential members, are essential in gaining the trust and long-term involvement of future members. It is also a great way for us to get a first grasp of who they are and make sure their work aligns with QUEST's vision.



## Social Media

### Facebook Performance

Throughout the year, we achieved significant growth on Facebook, increasing our reach by 621%, which translates to 169.7K users reached. This marks a substantial increase of 146K users compared to January 2024.

Another highlight is the 656% increase in the number of non-followers reached, indicating that our content is resonating with audiences beyond our existing follower base.

Additionally, we grew our follower count by 54% (gaining 62 new followers) and achieved an 80% increase in user interactions with our content.

### Instagram Performance

On Instagram, our reach grew by 280.7%, with a total of 5.9K users reached. User interactions also doubled, reflecting a 100% increase.

In terms of profile visits, we saw a 40% increase in 2024 compared to the previous year.

We also welcomed 84 new followers, representing a 12% growth in our follower base.

Furthermore, our boosted campaigns were highly effective, reaching 2K users, which represents a 102% increase.

### LinkedIn Performance

On LinkedIn, we achieved 17,369 impressions, accompanied by 472 reactions. Notably, all of these impressions were organic.

Additionally, we recorded 1,183 page views and gained 209 new followers, representing a 509% increase in our follower count.

## Articles

This year, QUEST has increased its rate of article releases by 160% (from 10 to 26 articles), including news articles, positions, flyers for policy makers, statements and recommendations. All can be found on [our website](#). This does not include project reports written in the framework of Erasmus+ projects.





## Promotional materials

Our large-scale Ecovillages & Education event (October 2, 2024) was a great opportunity to design and print important promotional materials that will be reusable for future in-person events

- A **QUEST roll-up banner**, resistant to water and outdoor conditions
- A **QUEST horizontal banner**, resistant to water and outdoor conditions
- **Updated name tags for all team members**, each featuring two phone-scannable QR codes:: one leading to our website and the other to our staff members' LinkedIn profile. This was the result of a sustainable reflection on how to facilitate networking possibilities while avoiding the use of paper cards.



## CAPACITATING OUR MEMBERSHIPS

At QUEST we are **facilitating peer-learning and capacity-building among members, through training and member forums**. There have been many QUEST networking meetings and info sessions that have taken place in 2024.

### Belgian network meetings

In 2024 we had two networking days with the Belgian democratic network, which allowed us to meet with an important part of our Belgian members. The first day took place on January 27 at the democratic school Arbre des Possibles in Beauraing in the south of Belgium. It was a meeting between all the project leaders, where we discussed the role of this network and were able to share ongoing projects and activities. It was also the opportunity for QUEST to reflect together with the other participants on its role within the Belgian network. We disseminated about it on [Facebook](#), [Instagram](#) and [LinkedIn](#).

The second day took place on May 14th, in the same democratic school Arbre des Possibles. It consisted in a fun day of activities and informal networking moments, open to adults and children from all schools and projects. It was also the opportunity for other QUEST team members, like our Policy officer, to meet our Belgian members.

### Inform Members on EU funding opportunities

We inform our members about EU funding opportunities through the newsletter through dedicated online EU funding info sessions.

- In the [March newsletter](#) we included an Erasmus+ call concerning Virtual Exchange in Higher Education and Youth.
- In [April newsletter](#) we communicated about the release of the new EU Funding & Tenders portal to easily find calls and projects for EU funding
- In our [June newsletter](#) we disseminated about The European Youth Foundation
- In the [September newsletter](#) we highlighted the deadlines for KA1 and KA2 project submission

To inform our members about EU funding opportunities and to help them in their application process, we have continued to organise online info sessions. This year, there were sessions on KA1, KA2, European Solidarity Corps and a Speed dating session for members to find Erasmus+ project partners.

- **Info session on Erasmus+ funding: Learning mobilities of individuals (KA1)**

On June 12, an info session was organised for QUEST members on Learning mobilities of individuals (KA1). We invited Laurence Watticant, international project coordinator with a focus on Erasmus+, as a speaker. The practical as well as the technical aspects to apply for a Key Action 1 project were highlighted in the presentation and there was room for questions from the participants.

11 members attended the info session. We created a website [event page](#), a [Facebook event page](#) and communicated about it in our [May](#) and [June](#) newsletter as well as via [Facebook](#) and [Instagram](#). Afterwards a [dedicated follow-up email](#) was sent to all participants with a link to the [video recording](#) of the event.



**ONLY FOR QUEST MEMBERS**

**Info session on Erasmus+ funding  
Cooperation among organisations and  
institutions (KA2)**

4th of June 2024  
4:30 - 6:30PM

Online  
Free event








**FOR QUEST MEMBERS ONLY**

**Info session on Erasmus+ funding  
Learning Mobility of Individuals (KA1)**

12th of June 2024  
5PM - 6PM (CET)

Online  
Free event

- **Info session on Erasmus+ funding: Cooperation among organisations and institutions (KA2)**

This two-hour training session was organised for QUEST members to introduce our members to the technical and practical aspects of the application for Erasmus+ KA2: formulation of the project idea, creation of the partnership, writing of the project and budgeting. The goal was for QUEST members to discover and feel equipped to apply for this great opportunity to get funding for inspiring projects in education.

An [event page on the website](#) summarized the aim and content of the info session. We communicated about this event to our members in the [May newsletter](#), and via [Instagram](#) and [Facebook](#).

Four members attended the online session. Afterwards, they were able to watch the [recording](#) of the info session that we sent to them through a [dedicated email](#).

- **Event: Speed dating: finding Erasmus+ partners**

Many of our events are opportunities to strengthen the connection with our members, but our Speed dating event particularly stands out.

On June 25, QUEST organised a Member-exclusive Speed dating session with the aim of helping our members find Erasmus+ project partners. This networking event allowed our members to connect with each others through project ideas that all fell within their common fields of work - ie. democratic education, sustainability and inclusion.

During the event, participants presented their expertise and areas of work. They were then splitted in breakout rooms to discuss project ideas and find potential partners for projects and learning mobilities.

QUEST was there to offer expertise on Transformative & Alternative Education, Youth engagement and participation, Nature & Sustainability and Inclusion.

We created an [event page on the website](#) and a [Facebook event page](#). We disseminated the event via our [June newsletter](#), [Facebook](#), [Instagram](#), [LinkedIn](#), and sent two dedicated emails ([one](#), [two](#)).

11 members registered for the event.



## Communication of EU developments

- Newsletters: One of our monthly Members newsletter's primary goals is to keep our members informed of EU funding opportunities and deadlines. Additionally, a section of the newsletter titled "European news and beyond" provides our members with a monthly highlight of education-related news published on reputable media outlets in Europe and beyond.
- Website: Articles about education-related EU affairs are regularly published on our website and relayed through social media. In general, LinkedIn is prioritized to disseminate about European policy news, although Facebook and Instagram are often used too. In November 2024, we also launched a [X account](#) that focuses on the dissemination of EU policy and news articles - since this is the main social media channel used by policy-makers and politicians.
- Articles: QUEST has increased this year the release of specific articles, which contains QUEST positions, statements and observations about EU policies in education. A total of 26 articles has been released this year, and can be found in the dedicated page [on our website](#).

### The case of the EU elections

A particularly relevant example is the way that we covered and disseminated about the European Elections. First, the Policy Circle wrote a series of three articles titled "Elections in the Classroom", detailing in simple terms the challenges and importance of the EU elections. These articles are prominently featured on [QUEST's policy page](#). Second, special LinkedIn posts were created ahead of ([one](#); [two](#)) and following the EU elections ([one](#), [two](#), [three](#), [four](#)). Lastly, a video presented by QUEST's Policy officer Gabrielle Franck was produced ahead of the European elections to provide our members and followers with "Tips on how to use your vote for children's rights and education", and encourage them to vote. The video was disseminated via our [June Members newsletter](#), [Facebook](#) and [Instagram](#).



This deliverable has summarised all the communication and dissemination done by QUEST over the year, with the objective of bringing visibility to the actions undertaken by the organisation vis à vis our members and externally.

As said, the communication and dissemination task was made easier by the fact that QUEST could hire in 2024 both a membership & a communication person to take care of our communication and dissemination activities, thanks to the operating grant funded by the EU. At the same time, the work of the communication and dissemination evolved around two scopes: a strategic and procedure level, that set the foundation of QUEST communication, and a more practical level that ensured QUEST visibility.

We have explored new means of communication, and we have improved our communication on the old ones. We have ensured to maintain differentiated channels and ways of communications and we made sure to reach our members as a first target and the external educational world as a second target.

The following list is a short description of the major achievements in communication and dissemination:

- Launching and optimising our new website
- Optimising our four news social media channels: Facebook, Instagram, LinkedIn and Youtube
- Launching an X channel specifically focused on policy-related content
- Improving the layout and content of our monthly members newsletter
- Improving our public newsletter's format and frequency in order to strengthen our communication with the general public
- Creating and disseminating video content: we've produced 10 videos (between 1 and 12 minutes long)
- Organising 5 member forums to foster exchanges with our members on specific topics
- Providing regular info sessions to both our members and the general public, aimed at presenting the work of QUEST and its membership
- Disseminating about our events and activities through our four social media channels, newsletter and website
- Joining 6 new alliances and networks

For next year, we wish to continue pursuing this journey using the strong foundations laid in 2023 and 2024, increasing QUEST's visibility and reach through its social media channels, further feeding and improving our website, and keeping up the rhythm of our newsletters. We will aim to provide a special focus on youth participation, amplifying youth voice in QUEST's communication and dissemination, but also to position ourselves as a leading voice among education professionals who seek to promote change in education.







## QUEST asbl

[www.quest-eu.org](http://www.quest-eu.org)  
[info@quest-eu.org](mailto:info@quest-eu.org)



257 rue François Gay, 1150 Brussels,  
Belgium

RN: 068.664.399



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