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Integrity and Values Atlas in the Neighbourhood Region

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Visual guidelines

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INTEGRITY **ATLAS**

Is a collaborative effort aimed at **promoting integrity** as a fundamental value within the Sport Movement in the Neighbourhood region.

The Scope?

To address the current status of integrity in sports within the partner countries and to establish a roadmap for progress.

Key focus areas:

combating match-fixing and corruption, enhancing good governance, promoting positive values, boosting grassroots events, and tackling doping.

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INTEGRITY **ATLAS**

5 key stakeholders:

- European Non-governmental Sports Organisation **(ENGSO)**
- European Olympic Academies **(EOA)**
- National Olympic Comittee of Ukraine **(NOC)**
- National Olympic Comittee of Moldova **(NOC)**
- Moldova State University **(MSU)**

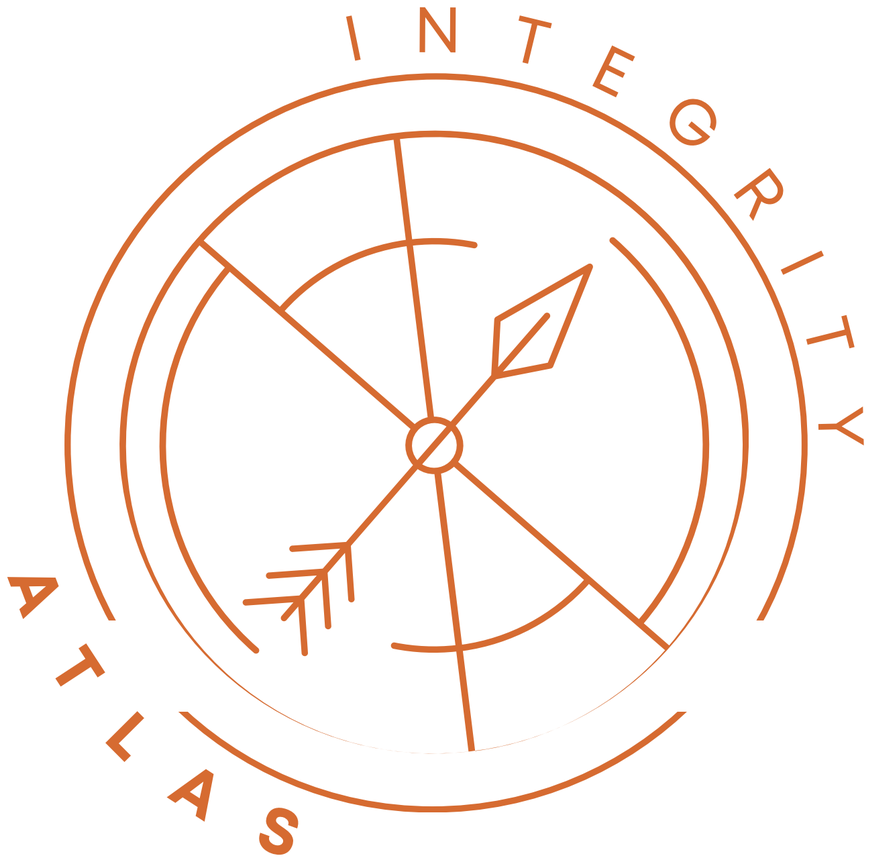
5 main objectives:

1. **Conduct a Needs Assessment:** Identify gaps in sports integrity.
2. **Build Networks:** Connect organizations, countries, and regions.
3. **Share Best Practices:** Exchange ideas to promote integrity.
4. **Develop National Strategies:** Help NOCs create integrity roadmaps.
5. **Strengthen Cooperation:** Boost capacity and international collaboration.



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The Logo



The Logo Negative



THE FONT

Poppins Normal

for long text

Poppins Semi Bold

for subheadings

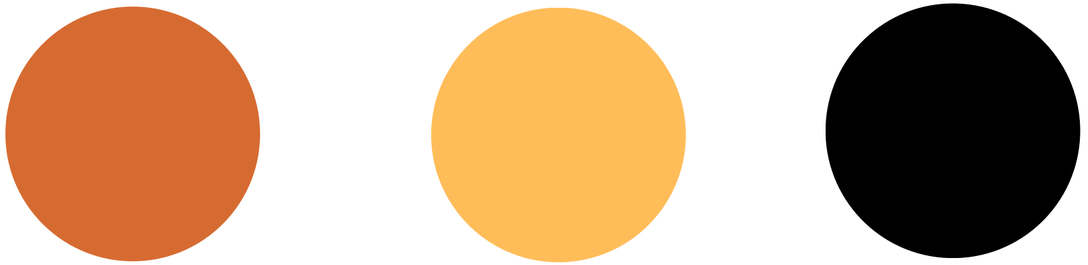
Poppins Bold

for headings

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INTEGRITY **ATLAS**

the color palette



#d66b31
Grey Orange

#ffbd59
Peach

#000000
Black

and common-white **(#ffffff)**

what if we use the logo on top of an image?

Correct



Minimun Size

(aprox)

(214px x 214 px)

3cm x 3cm

Layering



Minimun Size

(aprox)

(214px x 214px)

3cm x 3cm

Incorrect



Layering





Materials

Logo

Cover letter

Presentation

Canva template 1 (social media)

Canva template 2 (social media)

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Thank you!

Communication & dissemination plan

Kick-off meeting
11 of September
Chisinau

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COMMUNICATION AND DISSEMINATION

DISSEMINATION PLAN

To disseminate project activities and results at events with external stakeholders

EXTERNAL COMMUNICATION

To communicate project activities and results through communication tools to a wider audience

VISUAL IDENTITY

The visual brand identity and toolkit includes a logo, brand guidelines, typography, social media templates and document templates.

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SUMMARY OF COMMUNICATION

Communication Channels: partners

- Social media channels
- Newsletter
- Internal / memberships communication channels
- Website (news)

To be discussed with partners

- Frequency of posting
- Website

Goals of communication

1. General communication of project activities

   - promote the project, its partners and funders;
   - raise awareness of the project results and impact;
   - bring attention to the target groups and objectives of the project;
   - promote key messages that shall inspire and educate society see and use sport as a tool for values promotion

1. Communication campaign on integrity values during the second year to showcase the work in the neighbourhood region

   Measures
   - Number of people reached;
   - Numbers of posts.

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TARGET GROUPS

SPORTS POLICY MAKERS

EMPLOYEES IN THE PUBLIC SPORT SECTOR

From Ministries to local municipalities, particularly, in the Neighbourhood region, as well as employees of various institutions that have an influence on policy making.

GRASSROOTS SPORT COMMUNITY

ENGSO'S PRIME AUDIENCE; EUROPEAN NATIONAL SPORT FEDERATIONS / OLYMPIC COMMITTEES & CLUBS

Leadership, managers, coaches, sport clubs members: public that is interested in strengthening grassroots sport movement in Europe.

SPORT MOVEMENT OF THE NEIGHBOURHOOD REGION

LOCAL, REGIONAL AND NATIONAL SPORTS ORGANISATIONS FROM

The neighbourhood region Members, athletes, parents, teachers, coaches... from Moldova and Ukraine

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INTEGRITY ATLAS

VALUES COMMUNICATED

Positive impact of grassroot sports on society

Promotion of the importance and the benefits grassroots movement has on society (focus on Moldova and Ukraine).

Education through sport

Grassroots sports as a platform for education of about the importance of sport values

European values

Respect for human dignity, freedom, democracy, equality, the rule of law, and respect for human rights.

Importance of grassroot sports (in general)

Importance of supporting and strengthening the grassroots sport so that it stays relevant within the society.

Integrity values

Ethical and moral values in sport, fair play, respect, inclusivity to ensure the sport environment that is fair, safe and free from manipulation

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CALENDAR - important dates

Month	Content
April	International Day of Sport for Development and Peace (IDSDP) 6 april
June	Global Integrity Day (GID) on June 9th
June	Olympic Day on June 23
August	International Youth Day August 12
September	23-30 September: European Week of Sport
December	International Human Rights Day December 10



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LOCAL ACTIONS
TO PROMOTE INTEGRITY VALUES
(month 13-24)

European Week of Sport: #BeActive campaign

September 2026

European Week of Sport promotes more active, healthier lifestyles to millions of people in Europe and beyond.
Hashtag: #BeActive

Olympic day

June 2026

Global celebration of sport and Olympic values

Global integrity day

June 2026

Strategic day to promote integrity in various aspects of society's life

International Day of Sport for Development and Peace (IDSDP)

April 2026

Day to recognise the power of sport in fostering positive change, bringing barriers and promoting peace

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KEY MESSAGES

PROMOTE INTEGRITY VALUES

FOSTER EDUCATION THROUGH SPORTS

EDUCATE CLUBS AND STAKEHOLDERS ON VALUE BASED APPROACH

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Communication of project activities

MINIMUM REQUIREMENTS

Activity	web article/press release	social media	newsletter
Project kick off meeting	(1 per partner)	(2 per partner)	(1 per partner)
Project mid-term meeting	(1 per partner)	(1 per partner)	-
Evaluation and closing meeting	linked with final conference	(1 per partner)	linked with final conference
Local actions	(1 per partner)	(2 per partner)	(1 per partner)
Video recap	-	(2 per partner)	-
Closing conference	(1 per partner) + project website	(1 per partner)	(1 per partner)

MONITORING AND REPORTING

- A unified dissemination sheet is created in the shape of an online collaborative file
- Each partner is in charge of filling in their respective activity, while ENGSO will be in charge of monitoring if partners are actively updating the collaborative sheet

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COMMUNICATION ACTIVITIES FILE LINK



COMMUNICATION/ DISSEMINATION OF PROJECT OUTPUTS

* DISCLAIMER *

EU disclaimer must be included in every article or communication about the project that we publish.

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LINK TO DISCLAIMER IN ALL LANGUAGES

DISSEMINATION OF PROJECT OUTPUTS

WORKSHOPS, CONFERENCES, & SEMINARS

- organize at local, regional, and international levels
- leverage existing sport events, conferences, and forums
- meetings such as General Assemblies and Conferences

DISSEMINATION ACTIVITIES FILE LINK

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