GUIDELINES

The annual and final public reports are documents which should allow the general public and stakeholders outside the consortium to find out about the project.

They should be published on the project website and may be published on the Safer Internet programme website. They have to be concise, but at the same time provide all the necessary information to give an external reader a broad overview of the activities of the project and its achievements. Therefore:

- **Start with an executive summary**

- Put your **project in context**, e.g. it is a node of a European awareness raising network, part of the Safer Internet Programme.

- Specify the **targeted audience** of the actions, distinguish between multipliers (educators, childcare and parent associations...) and the end targets (children and parents).

- **Start at the beginning**: don't assume that everybody knows what you are doing and briefly state the goals of the project in a way relevant for parents, educators or other Safer Internet stakeholders.

- **Be clear**, using a language that can be understood by everybody. Specify your goals, current achievements, future work, and prospects after the end of the project.

- **Promote your project**, highlighting success stories. Insert hyperlinks to on-line public dissemination material (leaflets, brochures, video clips, photos…). Where relevant you may put documents in annexes.

Further Information: Include a reference chapter for people who want to know more about the subject, list here whatever you deem appropriate, using in particular Web references.