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Communication Strategy

Warming Schools



Introduction



The **Warming Schools** project aims to promote sustainability education in vocational training by engaging youth, educators, and local communities. The dissemination and communication strategy ensures visibility at local, regional, national, and international levels while maximizing outreach to diverse stakeholders.

In this document, it is possible to read how the project consortium organised the promotion and dissemination activities structuring a strategy.

The project "Warming Schools - ERASMUS-EDU-2023-CB-VET-101129318 " is funded by the European Union.

Understanding the Target Audience



01

Primary audience

VET students, teachers, trainers, and education professionals.

02

Secondary audience

Policymakers, local institutions, businesses, environmental organizations, and the general public.

03

Geographic Reach

Europe and Africa, with specific activities tailored for Sweden, Slovenia, Somalia, Tanzania, Kenya, Rwanda, Italy and Germany.

Communication Channels

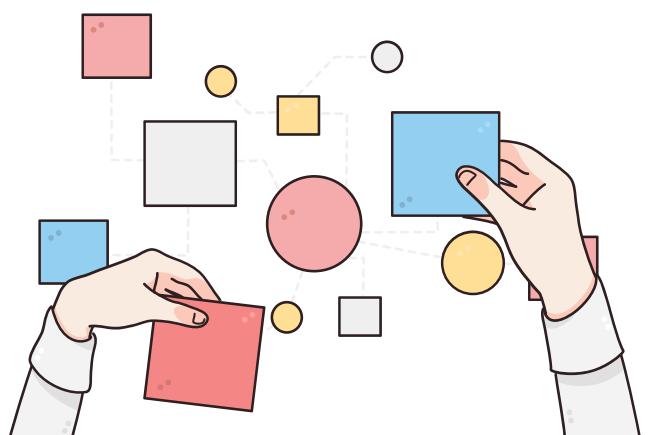
→ Website & Social Media

→ Podcast Series

→ Multiplier Events

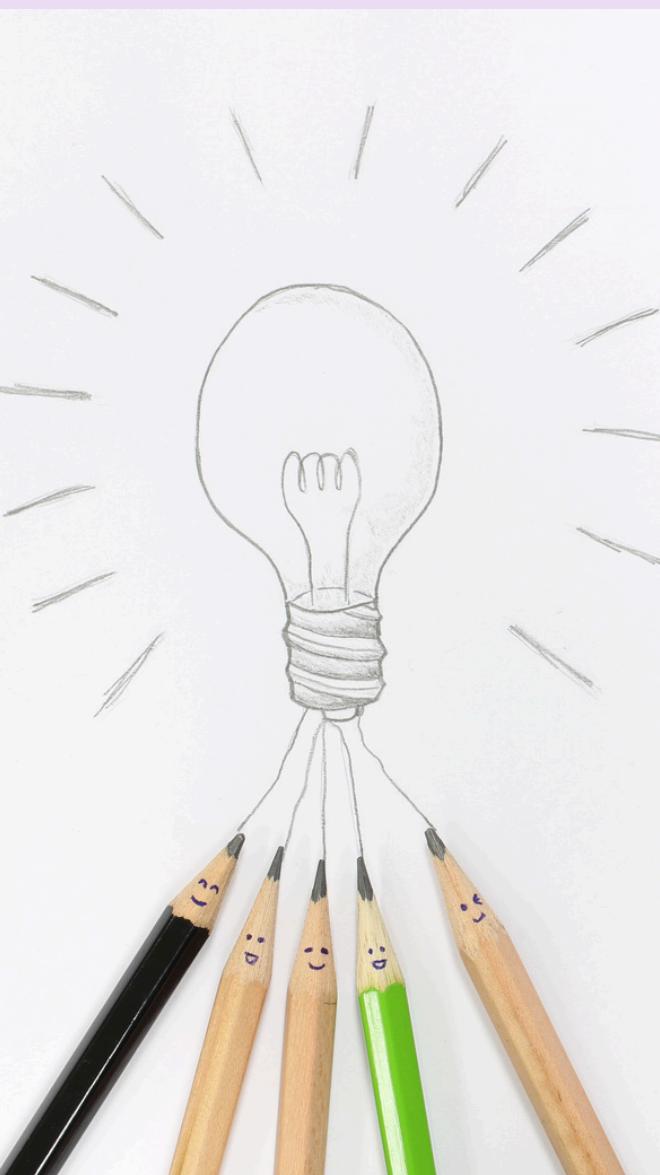
→ Final Conference

→ Local Youth Ambassador Campaigns



→ Traditional Media, Newsletters & Reports

Website & Social Media



One strategy

Regular updates, blog posts, educational materials, and engagement campaigns targeting an expected audience of over 180,000 followers among all partners.

Each partner will use their own social media, and also a project FB page.



BASIC PRINCIPLES AND PRACTICAL TIPS



- Web site will be created by Scambieuropei ETS
- On a rotation basis, each partner will take care of the project social media page and the web page to keep the social media and the website updated.
- All project activities, interim and final results, updates on the project progress, news and stories from partners' work efforts will be reflected to the general public



INDICATORS

- Number of views and interactions by audience.
- Quality of post contents.
- Number of (new) followers and connections with audience of different profiles (experts, other VET schools, professionals from education and private sector etc.).
- Qualitative feedback from audience.

PROJECT LOGO

To ensure a common visual identity of the Warming Schools project a common logo has been developed.

It needs to be used in each communication activity by all partners.



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In every social media post related to dissemination, it is mandatory to include the following statement:

"The project is co-financed by the Erasmus+ Programme of the European Union."

This statement must be visible in all communications to ensure proper attribution of funding and to comply with the Erasmus+ programme guidelines.

Podcast Series



Communication channels: podcast series

8 episodes covering sustainability in education, featuring experts and students.

- ↙ Local events hosted by each partner to disseminate results, expected to engage 240 attendees in total, 30 attendees each one.
- ↙ Final Conference: a culminating event in Tanzania targeting key stakeholders.
- ↙ Create an article on the NGO webpage to promote the project.
- ↙ Local Youth Ambassador Campaigns: student-led projects shared via social media and local press.
- ↙ Traditional Media: press releases, radio interviews, and newspaper articles to broaden impact.
- ↙ Newsletters & Reports: regular updates shared within and beyond the consortium.

Project presentation



Project presentation

A template to present the project was drafted and to be adapted and translated by each partner. It can be used on NGOs website or for pressreleases.



The Project

The Warming Schools project aims to address the urgent need for environmental and economic sustainability in response to global challenges and growing demographic and consumer demands.

This project aligns with the priorities of adapting vocational education and training (VET) to the needs of the labour market and addressing environmental sustainability.

The project will develop an innovative vocational training course based on cutting-edge knowledge to address environmental challenges in key economic sectors. It will:

Strengthen the capacity of VET providers to offer innovative and high-quality courses for socio-economic and environmental sustainability.

Promote educational innovation through collaboration between VET providers, sustainable development experts, research institutions, and vocational trainers.

Improve the recognition of VET providers as drivers of sustainable development in the future labour market.

Goals

Develop the skills and know-how of teaching staff in sustainability, circular economy, and green innovation, directly involving 6 teachers and 30 other teachers.

Develop a high-quality, practice-oriented course on green skills and cross-sectoral opportunities in sustainable development for VET students.

Objective: Implement a pilot course in 3 VET schools.

Create awareness for social responsibility and green development within school environments.

Objective: Implement an outreach campaign in 8 partner schools, reaching 240 people live and 180,000 followers online.

Promote engagement for sustainable development among young people and students in vocational education and training as Youth Ambassadors, with a focus on peer engagement.

Communication Strategy

Project Name: Warming Schools

Project Code: ERASMUS-EDU-2023-CB-VET-101129318

Project Duration: 24 months

Consortium:

Nordic Horizon Institute AB – Project Coordinator

GRM Novo Mesto – Biotech Center in Tourism – Partner

Horizon Institute of Entrepreneurship Development – Partner

Scambieuropei Ets – Partner

Horizon Institute Innovation Ihub – Partner

Puntland Technical University – Partner

Cube Zanzibar – Partner

Via Kreaktion – Partner

Activities and Results

1. Kick-off Meeting
2. TRAINING for TRAINERS in Kenya
3. PILOT COURSE at VET CENTERS in Slovenia, Tanzania, and Somalia
4. JOB SHADOWING in VET centers in Slovenia, Tanzania, and Somalia
5. BOOTCAMP in Kenya
6. Local Youth Campaigns
7. Podcast Development
8. Multiplier Events
9. Final Event in Sweden

Dissemination Phases



1. Pre-Project Awareness

2. During the Project

3. Post-Project Sustainability



Dissemination phases

↓ Dissemination phases

- **Pre-Project Awareness:** Introduction of the project through social media teasers and website launch.
- **During the Project:** Frequent updates, engagement through social media, podcast releases, and live event coverage.
- **Post-Project Sustainability:** Ensuring the project outcomes remain accessible through online archives and continued community engagement.

↓ Indicators of Success

- Website and social media engagement analytics (likes, shares, comments, reach).
- Attendance and feedback from events and multiplier sessions.
- Number of podcast listeners and downloads.
- Visibility in press and media coverage.
- Participation of students in ambassador campaigns.

Selection communication



Selection process

The project consortium developed a selection strategy following precise steps.





OPEN CALL

Each partner is encouraged to spread the call among its own local and media network.

A drafted call was created, together with a common infopack:

The Warming Schools project aims to address the urgent need for environmental and economic sustainability in response to global challenges and growing demographic and consumer demands. Aligned with the priorities of adapting vocational education and training (VET) to the labour market's needs and fostering environmental sustainability, this project will:

- Develop an innovative vocational training course focused on sustainability to address environmental challenges in key economic sectors.
- Strengthen the capacity of VET providers to offer innovative, high-quality courses contributing to socio-economic and environmental sustainability.
- Promote educational innovation through collaboration between VET providers, sustainable development experts, research institutions, and vocational trainers.
- Enhance the recognition of VET providers as key drivers of sustainable development in the future labour market.

Profiles of the Candidates

The Warming Schools project is seeking individuals who are passionate about sustainability, vocational education, and making a positive impact on the environment. Candidates should have a background in education, sustainability, or a related field. They should be ready to engage in innovative approaches and contribute to shaping the future of vocational training for environmental sustainability.



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