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# Communication Campaign Report 2024 Warming Schools



# Introduction



This Communication Campaign Report outlines the activities and outcomes of the communication efforts related to the Warming Schools project at its halfway point, referring to the period 1st December 2023 - 31st December 2024. The goal of this report is to present an overview of the communication strategy implemented, the results achieved, and the next steps for the remainder of the project. The project's primary objective is to address environmental and economic sustainability through the development of an innovative vocational training course focused on sustainability and green innovation.

# Objectives of the Communication Campaign

- **Raise awareness** about the Warming Schools project and its goals among key stakeholders, including VET providers, students, educators, and the wider community.
- **Promote the importance of environmental sustainability** and green innovation in vocational education and training.
- **Engage and mobilize the target audience**, including young people, students, and VET providers, to take part in the project's activities, such as the pilot courses, training sessions, and awareness campaigns.
- **Highlight the collaboration** between VET providers, research institutions, and sustainability experts.
- **Strengthen the visibility and impact** of the Warming Schools project through both local and international communication channels.



# Communication Channels & Tools



To achieve these objectives, the communication campaign has utilized a variety of channels and tools:

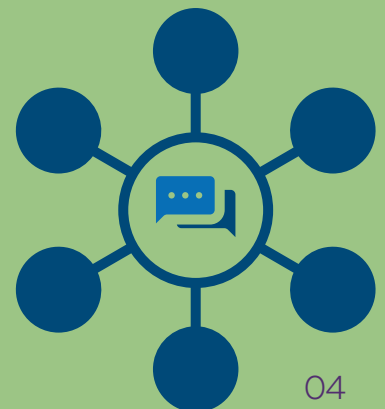
1. Social Media: Regular updates and posts on project activities, achievements, and events via Facebook and other social channels

These posts include:

- Information about the project and events.
- Success stories from participants.
- Promotion of awareness campaigns and initiatives.
- Engaging with followers through calls to action.

1. Website: A dedicated project website that includes:

- Project updates, resources, and news.
- Information about the consortium and partners involved.
- Details about the activities and results, such as the Kick off meeting & Training (For Trainers) Workshop



# Communication Channels & Tools



To achieve these objectives, the communication campaign has utilized or is going to utilize a variety of channels and tools:

## 4. Events and Outreach Campaigns:

- Kick-off meeting and local youth campaigns to engage the wider community.
- Workshops and training events, such as the training for trainers in Kenya and the bootcamp in Kenya.

## 5. Podcasts and Video Content (Ongoing).

Development of podcasts featuring:

- Stories from project stakeholders.
- Interviews with participants, VET providers, and experts in sustainable development.

## 6. Press Releases and Media Outreach:

Media outreach efforts ensured project visibility in relevant local, national, and international publications focused on education, sustainability, and innovation.



# Results and Achievements So Far

## Appendices

- Communication Strategy & Dissemination Plan
- Posting & Engagement Schedule
- Social Media Dissemination Report
- Website
- Challenges and Solutions
- Conclusion



# Communication Strategy & Dissemination Plan



Each partner was responsible for managing the Warming Schools EU Project social media channels and website updates to ensure consistent outreach.

## Communication Channels Used

- Social Media: Official Facebook page & Partner organization social media.
- Websites: Official website & Partner organization websites.
- Multimedia Content: Videos, presentations, and documents.
- Printed & Digital Materials: newsletters, and reports.

## Posting & Engagement Schedule

Partners are assigned a weekly rotation to manage social media dissemination:

- Week 1: Nordic Horizon Institute, Grm Novo mesto – Center for Biotechnics and Tourism
- Week 2: Scambieuropei, Horizon Institute of Entrepreneurship Development
- Week 3: Horizon Institute of Research & Innovation Hub, Puntland Technical University
- Week 4: Via KreAktion, CUBE Zanzibar

## Key Messages & Topics

- Green skills & environmental sustainability education
- Formal and non-formal education approaches
- Youth ambassadors for environmental change
- Teacher training for sustainability
- Development of a manual for school implementation

## Keywords & Hashtags Used

#ErasmusPlus #WarmingSchools #GreenSkillsEducation #SustainableLearning  
#EnvironmentalEducation #YouthAmbassadors4Change #EcoFriendly  
#GreenCurriculum #TeacherTrainingForSustainability



# Posting & Engagement Schedule

## WARMING SCHOOL COMMUNICATION CONTACT INFORMATION

Partner	Facebook		Main contact persons
P1: NH AB	Editors profile URL	<a href="https://www.facebook.com/profile.php?id=100071813073320">https://www.facebook.com/profile.php?id=100071813073320</a>	<a href="mailto:cheleavul@univ.ro">cheleavul@univ.ro</a> <a href="mailto:communication@univ.ro">communication@univ.ro</a>
	Organisation's page	<a href="https://www.facebook.com/UnivdeBucuresti">https://www.facebook.com/UnivdeBucuresti</a>	
P2: Via Kreaktion	Editors profile URL	<a href="https://www.facebook.com/anna.kurth.71">https://www.facebook.com/anna.kurth.71</a> <a href="https://www.facebook.com/Anna-Kurth-1015616161">https://www.facebook.com/Anna-Kurth-1015616161</a>	a.kurth@viakreation.de
	Organisation's page	<a href="https://www.facebook.com/viakreation/">https://www.facebook.com/viakreation/</a>	
P3: Scambieuropei	Editors profile URL	<a href="https://www.facebook.com/stefano.camparan.3">https://www.facebook.com/stefano.camparan.3</a>	redazione@scambieuropei.com
	Organisation's page	<a href="https://www.facebook.com/profile.php?id=100094000962398">https://www.facebook.com/profile.php?id=100094000962398</a>	
P4: HIRI	Editors profile URL	<a href="https://www.facebook.com/519411414/">https://www.facebook.com/519411414/</a>	kathib@univ.ro
	Organisation's page	<a href="https://www.facebook.com/519411414/">https://www.facebook.com/519411414/</a>	
P5: HIED	Editors profile URL	<a href="https://www.facebook.com/hieduniv/">https://www.facebook.com/hieduniv/</a>	hieduniv@univ.ro
	Organisation's page	<a href="https://www.facebook.com/hieduniv/">https://www.facebook.com/hieduniv/</a>	
P6: FTU	Editors profile URL	<a href="https://www.facebook.com/FTUUniversity">https://www.facebook.com/FTUUniversity</a>	d.pontes@univ.ro
	Organisation's page	<a href="http://ftu.edu.ro/">http://ftu.edu.ro/</a>	
P7: GRM NOVO MESTO	Editors profile URL	<a href="https://www.facebook.com/GRMNovoMesto">https://www.facebook.com/GRMNovoMesto</a>	barbara.turk@grm-nm.s
	Organisation's page	<a href="https://www.facebook.com/GRMNovoMesto">https://www.facebook.com/GRMNovoMesto</a>	
P8: CUBE ZAKZBAR	Editors profile URL	<a href="https://www.facebook.com/cubezakzbar">https://www.facebook.com/cubezakzbar</a>	cubezakzbar@univ.ro
	Organisation's page	<a href="https://www.facebook.com/cubezakzbar">https://www.facebook.com/cubezakzbar</a>	

The dissemination and communication campaign was structured by creating a document containing the contact information of all the partners, the individuals responsible for the communication strategy within each partner organization, and the social media pages through which the dissemination would take place. This document served as a reference to coordinate and streamline communication efforts among the partners.



<https://docs.google.com>

Each partner was instructed to manage the dissemination posts on a rotating basis. According to the schedule, each partner was responsible for one month at a time. Partners prepared one post per week, totaling four posts per month. Afterward, each partner was free to disseminate and repost content through their national and organizational channels. All dissemination activities were documented and uploaded to Google Drive for tracking and reporting purposes.

Posting Schedule for the Warming Schools project

	NH AB	SCAMBIE	GRM Novo Mesto	VIA Kreaktion	FTU	HIED	CUBE	HIRI
4 <sup>th</sup> month March								
5 <sup>th</sup> month April		SCAMBIE						
6 <sup>th</sup> month May			GRM Novo Mesto					
7 <sup>th</sup> month June				VIA Kreaktion				
8 <sup>th</sup> month July					FTU			
9 <sup>th</sup> month August						HIED		
10 <sup>th</sup> month Sept							CUBE	
11 <sup>th</sup> month October								HIRI
12 <sup>th</sup> month Nov	NH AB							
13 <sup>th</sup> month Dec		SCAMBIE						
14 <sup>th</sup>			GRM					









# Social Media Report

## Dissemination























The Drive link provides a detailed analysis of the social dissemination posts managed by each partner organization, covering the audience reached, the topic of each post or article, the publication date, and supporting links as evidence of the reported data.

								Co-funded by the European Union	
Partner: Scamblieupei ETS		Dissemination List		Period:					
Partner	Date of Post	Link	Topic	People	People	Likes/Comments/S	Evidence		
Scamblieupei ETS	21.10.2024	<a href="https://www.associ...">https://www.associ...</a>	Presentation of the project on Scamblieupei's website	531				1 PNG	
	05.03.2024	<a href="https://www.facebo...">https://www.facebo...</a>	Kick-off meeting	111				1 PNG	
	21.10.2024	<a href="https://www.facebo...">https://www.facebo...</a>	Recap on the project	NA					
	21.10.2024	<a href="https://www.associ...">https://www.associ...</a>	Kickoff meeting	NA					
	21.10.2024	<a href="https://www.associ...">https://www.associ...</a>	Tot dissemination	130			<a href="https://www.facebook.co...">https://www.facebook.co...</a>		
	03.12.2024	<a href="https://www.facebo...">https://www.facebo...</a>	Job Shadowing	1136				social IG 1.jpg	
	04.12.2024	<a href="https://www.facebo...">https://www.facebo...</a>	Reposting Stefano Campanari's post on job shadowing	NA					
	09.12.2024	<a href="https://www.facebo...">https://www.facebo...</a>	Meeting online	100				4 PNG	

 Link

<https://drive.google.com>

The Drive link provides photos and screenshots of dissemination posts, organized by project partner organizations.

	CUBE		wendysfwa	13 mar 2024	wendysfwa
	GRM Novo Mesto		wendysfwa	13 mar 2024	wendysfwa
	HIED		wendysfwa	13 mar 2024	wendysfwa
	HIRI		wendysfwa	13 mar 2024	wendysfwa
	Logo		eunicewsfa	7 mar 2024	eunicewsfa
	NHI AB		wendysfwa	13 mar 2024	wendysfwa
	PTU		wendysfwa	13 mar 2024	wendysfwa
	Scamblieupei		wendysfwa	13 mar 2024	wendysfwa
	Via Kreaktion		wendysfwa	13 mar 2024	wendysfwa
	WSCH PAGE		melissawfsa	6 mar 2025	valentinehied

 Link

<https://drive.google.com/>

# Warming School's official social media page



## Performance & Key Indicators Social Media Engagement

- Facebook Page Metrics:
  - Likes: 1,535
  - Followers: 1,550
- Total Facebook Posts: 115 (14 posts per partner)

# Social Media Engagement through Partner Pages

## Performance & Key Indicators

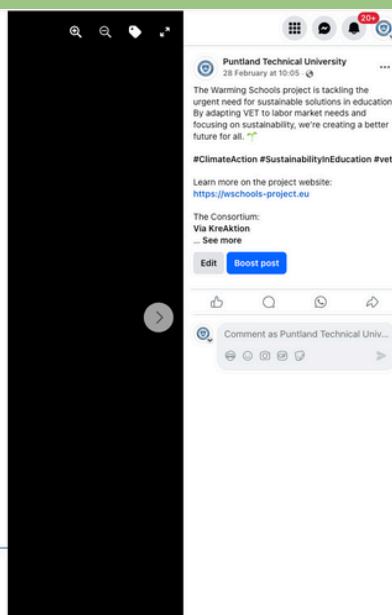
Additional to the official project social media, contents were shared and posted by the project partners on their social media pages.

- Total Facebook Posts between all partners: 148

## Audience

- Facebook Page Metrics:
  - Combined followers all partner pages: 180.000
  - Combined views of posts on Warming Schools project: 7.873





# Website

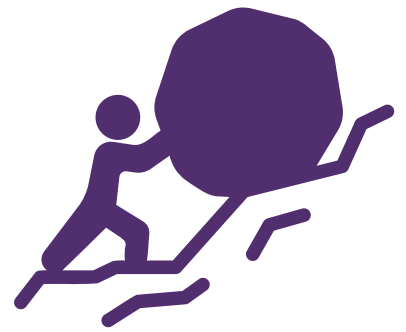


## Website Performance & Updates

- Official Project Website: <https://wschools-project.eu/>
- Content Published:
  1. Project overview and objectives
  2. Activities: Blog posts or news updates
  3. Partner informations
  4. Contact details
- Website metrics
  - Total page visits: 4.560

[Link](https://wschools-project.eu/)

# Challenges and Solutions



## Unused potential for audience engagement

**Challenge:** Compared to the large number of potential audiences (followers of partner pages), an even higher reach through the posted contents could have been expected.

### Action steps:

- Identifying unexplored potential among the audiences already following the project partners

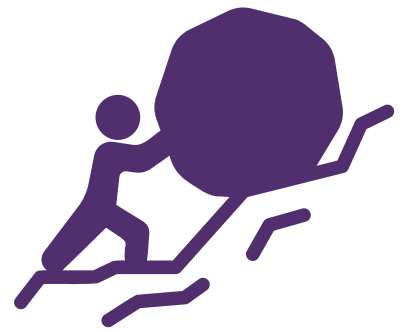
## Visibility of project results

**Challenge:** Although all partners have been actively posting contents on their social media pages, key successes (of the final pilot courses) can be better highlighted and promoted.

### Action steps:

- Increasing visibility of key outputs and implemented activities on the official project page
- Assessing internal communication strategy for opportunities to more easily share media contents across partner pages

# Challenges and Solutions



## Low levels of interaction with contents

**Challenge:** Although a significant number of views were achieved throughout project and partner pages, audiences rarely interacted with the contents

### Action steps:

- Assessing the contents for their relevance to the audience's interests and better tailoring future contents accordingly
- Inviting live audiences at face-to-face events to interact with media contents
- More specifically, capitalizing on upcoming live activities (Bootcamp, local youth campaigns, final conference and final meeting in Sweden) to engage new audiences and promote interaction with media contents

**Overall, the partnership plans to refine its communication strategy in the coming months to increase follower reach, enhance the visibility of project results, and expand the impact of the project and its outcomes beyond the consortium's networks.**



# Conclusion

The **Warming Schools communication campaign** has successfully raised awareness about the project and engaged stakeholders across various channels. Challenges regarding the visibility of results and interaction with contents have been identified and suitable solutions proposed.

With strong momentum at the halfway point, the project is poised to continue its outreach efforts and reach new milestones in the second half.

Moving forward, the focus will be on sustaining engagement, leveraging partnerships, and ensuring that the outcomes and lessons learned from the project are widely disseminated.





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