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COMMUNICATION STRATEGY

Purpose

The strategy aims at constant and multi-channel communication, intensifying the dissemination of the results in the final phase of the project. The proposed documents will allow to effectively share the outputs with the different targets.

Main recipients of the communication strategy

The strategy therefore seems to aim to involve a wide range of stakeholders, from direct beneficiaries (students and teachers) to policymakers and the general public, to maximize the impact and sustainability of the project.

1. Students - are the main target of the project, which aims to develop their soft skills through a new model of non-formal learning.
2. Teachers/trainers - will have to implement the new inclusive and non-formal teaching model.
3. Schools - will have to integrate the new approach into their programmes.
4. Families - to promote a social and inclusive culture.
5. Professionals (doctors, psychologists, etc.) - to encourage greater cooperation with schools.
6. Local communities (neighbourhood, municipality, region, province) - to establish intersectoral relationships.
7. Policy makers and institutions at national and European level - to spread the model on a large scale.
8. Experts from the educational, artistic and sports sectors - to evaluate and contribute to the model.
9. Influencers and content creators - to increase knowledge and usage of the model.
10. The general public – through dissemination activities such as the website, social media, events, etc.

Communication channels used

The strategy seems to focus on multi-channel communication, combining digital and traditional tools, to effectively reach the different targets of the project. The approach appears diversified to cover both

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internal communication between partners and external communication with stakeholders and the general public.

1. Project website - a dedicated website will be created to share information and results.
2. Printed materials - such as brochures, reports, guidelines.
3. Press releases and articles in the media.
4. In-person events - such as the final conference and demonstration workshops in schools.
5. Promotional items.
6. Final documentary on the project.
7. Periodic newsletter on progress.
8. E-book summarizing the project.
9. Scientific publications on the results.
10. Presentations at industry conferences and seminars.
11. Dissemination through the institutional channels of the partners.
12. E-learning platform for online training.

Timing and activities:

1. Months 1-3:

- Creation of the logo and visual identity of the project
- Project website development
- Preparation of a project presentation brochure

2. Months 4-12:

- Monthly website update with news on activities
- Creation of 2-3 promotional articles on the objectives of the project
- Organization of an intermediate presentation event

3. Months 13-24:

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- Continued updating of the site and social networks
- Production of infographics on partial results
- Realization of video interviews with participants
- Organization of demonstration workshops in schools

4. Months 25-36:

- Intensified communication on the results achieved
- Production of an e-book summarizing the project
- Making a final documentary
- Organization of the final conference

Documents to share:

- Project presentation brochure
- Promotional articles on the project's objectives
- Interim report on partial results
- Guidelines on the new educational model developed
- Scientific publication on the results of the trial
- Overall final report of the project
- Final documentary on the project
- E-book summarizing the project

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