



***Creating an ECO online Natural Fit Virtual Programs to Prepare Students for
boosting 21st century Skills 4 the Future (UNITY)***

2021-1-SE01-KA220-SCH-000032448

***STE(A)M-focused PBL for transferring 2021st skills for fighting against climate
change***

Title:

Awareness-raising Strategy Plan



**Co-funded by
the European Union**

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1. Objective alignment

All campaign activities align with the project's general objectives of climate change as well as the project's specific objectives of enabling teachers to use PBL (Project Based Learning) and STEAM (Science, Technology, Engineering, Art and Math) in education.

1.1 Short-term objectives:

The short term outcomes of the campaign is to:

- engage and create curiosity for the project
- enhance teacher competence,
- improve student engagement,
- create educational resources,
- strengthen collaboration,
- increase awareness and participation,
- and gather feedback for iteration.

1.2 Long-term objectives:

The long term outcomes of the campaign is to:

- develop a culture of continuous professional development,
- foster lifelong learning,
- build a comprehensive repository of educational resources,
- establish robust networks,
- and integrate interdisciplinary approaches in education.

2. Target Groups

Identified target groups presented in categories.

- Education authorities/organizations
- Teachers or other pedagogical personnel
- Students aged 06-18
- Parents
- Universities
- STEM organizations
- STEM companies
- Environmental Centers
- General public



3. Key messaging /content

Key messages play a crucial role in effective communication, especially when adapted to specific target groups to keep consistency across different communication channels. The key messages have been created to align with the project's objectives both general and specific.

Key message for the campaign:

Empowering minds, connecting futures!

"Equip the next generation with critical thinking, creativity, and collaboration skills through an innovative curriculum that integrates Project-Based Learning (PBL), STEAM, and climate change education. Our mission is to transform traditional education systems to prepare students for the future, address the climate crisis, and embrace digital advancements. Join us in pioneering a comprehensive approach that empowers teachers and students to tackle real-world challenges and foster sustainable development."

The following messages can be used to reach our different target groups.

3.1 Educational authorities/organizations

"Adopt a forward-thinking approach to education that addresses the urgent need for skills development in the face of climate change and digital transformation. Our curriculum integrates PBL and STEAM to equip students with critical thinking, creativity, and collaboration skills essential for the future."

3.2 Teachers or other pedagogical personnel

"Transform your teaching methods with our innovative curriculum that blends PBL, STEAM, and climate change education. Enhance your students' critical thinking, creativity, and teamwork skills, and prepare them for the future. Get the resources and support you need to make a lasting impact."

3.3 Students aged 06-18

"Discover a new way of learning that prepares you for the future. Our innovative curriculum combines exciting projects, science, technology, and climate change education to help you develop essential skills like critical thinking, creativity, and collaboration. Be part of the change!"

3.4 Parents

"Support your child's education with a curriculum designed for the future. Our program integrates PBL, STEAM, and climate change education to equip your child with the critical skills needed for success in an ever-changing world. Help them thrive and become problem-solvers and innovators."



3.5 Universities

"Adopt a forward-thinking approach to education that addresses the urgent need for skills development in the face of climate change and digital transformation. Our curriculum integrates PBL and STEAM to equip students with critical thinking, creativity, and collaboration skills essential for the future."

3.6 STEM organizations

"Partner with us to promote an innovative curriculum that blends PBL, STEAM, and climate change education. Together, we can empower teachers and students, foster sustainable development, and create a brighter future for our communities."

3.7 STEM companies

"Partner with us to promote an innovative curriculum that blends PBL, STEAM, and climate change education. Together, we can empower teachers and students, foster sustainable development, and create a brighter future for our communities."

3.8 Environmental centers

"Partner with us to promote an innovative curriculum that blends PBL, STEAM, and climate change education. Together, we can empower teachers and students, foster sustainable development, and create a brighter future for our communities."

3.9 General public

"Join our mission to revolutionize education with a curriculum that integrates PBL, STEAM, and climate change education. By equipping students with critical thinking, creativity, and collaboration skills, we can prepare them for the future and address the challenges of our time. Be part of the change!"



4. Defining the campaign's methods, tactics, or activities to raise awareness

To effectively raise awareness about the project's achievements and the long-term outcomes it aims to deliver to students, teachers and other stakeholders, the outreach campaign is multifaceted, engaging, and inclusive. Here is a structured approach outlining the methods, tactics, and activities for the campaign:

4.1 Digital Campaigns

Following digital campaigns is to be implemented during the duration of the project.

Using different channels to reach out with the key messages is essential for effective communication. Using multiple channels - such as social media, email, print, events etc - induces a connection with different audiences.

4.1.1 Social Media Engagement

- **Platforms:** Use our platforms: Facebook, Instagram, X, and LinkedIn.
- **Content Types:** Share project updates, success stories, student and teacher testimonials, and interactive polls.
- **Hashtags:** Create a unique campaign hashtag and encourage its use. #UNITY4future

4.1.2 Website

- **Dedicated Campaign Page:** Develop a campaign section on the project's website showcasing achievements, resources, and upcoming events.
- **Email Newsletters:**
 - **Regular Updates:** Send out newsletters featuring project highlights, upcoming activities, and opportunities for involvement.
 - **Segmented Audiences:** Tailor content for target groups.
- **Webinars and Online Workshops:**
 - **Topics:** Host sessions on digital tools in education, STEAM careers, and the importance of teamwork.
 - **Participation:** Invite experts, project participants, and stakeholders to share their experiences and insights.

4.1.3 eTwinning

Creating an eTwinning project and invite schools and other stakeholders to participate.

I need some extra text on eTwinning. "Regularly publish articles on project milestones, educational insights, and personal stories from participants."

- **Online Communities:** Create forums or groups where educators can share resources, ideas, and experiences.



4.2 Offline and Hybrid Activities

Following digital campaigns is to be implemented just after the Award Framework has been done. Then right after the project ends we will build communities from the ones we already have.

4.2.1 School and Community Events

- **Presentations and Workshops:** Organize sessions at schools to demonstrate the project's impact and teach new skills.
 - **Exhibitions and Fairs:** Set up booths at educational fairs to showcase student projects and achievements.
- **Print and Traditional Media:**
 - **Flyers and Posters:** Distribute in schools, community centers, and public spaces.
 - **Press Releases:** Share news of project milestones and successes with local and regional newspapers and magazines.
- **Project Ambassadors:**
 - **Student Ambassadors:** Engage students as spokespeople to share their experiences and encourage peer involvement. We will start with the students who participated in PR4.
 - **Teacher Champions:** Identify and support teachers who can advocate for the project and mentor their colleagues. We will start with the students who participated in PR4.

4.2.2 Collaborative Efforts

- **Partnerships with Educational Institutions:**
 - **Collaborative Projects:** Work with schools and universities to co-host events or integrate project activities into their curricula.
 - **Resource Sharing:** Provide educational materials and tools developed through the project for use in other institutions.
- **Networking and Professional Development:**
 - **Teacher Exchange Programs:** Facilitate opportunities for teachers to collaborate and learn from peers in other regions or countries.

By implementing these methods, tactics, and activities, the campaign will effectively raise awareness of the project's achievements and its broader educational and societal impacts, fostering a culture of innovation, collaboration, and lifelong learning.

5. Monitoring plan

The monitoring plan is a document of it's own. Read more about it there.

5.1 Follow-up Surveys and Feedback

- **Evaluate Impact:** Conduct regular surveys to assess the project's impact on students and teachers and gather feedback for improvement. Once a year after working with the framework. Sweden summarize. The survey needs to be translated.
- **Testimonials and Case Studies:** Collect and share stories of how the project has influenced participants' educational and career paths.



5.2 Alumni Networks

- **Keep in Touch:** Maintain connections with former participants to track their progress and involve them in future activities.
- **Mentorship Opportunities:** Develop programs where alumni can mentor current students and provide insights into their career journeys.

Add text about the longer version of the network plan.

5.3 Continued Content Creation

- **Regular Updates:** Keep producing and sharing content even after the initial campaign period to maintain engagement and visibility.
- **Interactive and Multimedia Content:** Use videos, infographics, and interactive tools to keep the audience engaged and informed.

6. Evaluation plan

Regarding the evaluation plan Sweden will summarize once a year. The survey needs to be translated in to all our languages. We have planned for and invited the partners to meetings online every third month after the final project report has been approved. These meetings are often enough to collect data and to plan ahead for the activities we have planned for after the project ending. .

6.1 Measuring Success

- **Reach and Engagement:** Social media metrics (likes, shares, comments), website traffic, and email open rates.
- **Participation Rates:** Number of attendees in webinars, workshops, and events.
- **Feedback and Testimonials:** Qualitative data from surveys, feedback forms, and participant stories.
- **Partnerships and Collaborations:** Number of new partnerships and collaborative projects initiated.
- **Long-term Impact:** Changes in digital skills, teaching methodologies, and career trajectories among participants.

7. Mapping the coalitions

- Who do we want to do the campaign with?
- What stakeholders will be involved?
- How do we involve the mapped stakeholders in the campaign?
- How do we proactive the mapped stakeholders?



8. Networking strategy

There is a stand-alone networking strategy.

9. Development of engaging the media strategy;

- press releases,
- briefings,
- newspaper articles, and
- opinion pieces

10. audio-visual material such as television, video(s), and or documentary film(s)

Upload from Drive, links to promo video

11. Defining the event(s) to be held or participated

- thematic discussions,
- roundtables,
- seminars,
- webinars,
- workshops,
- conferences,
- debates,
- vigils,
- exhibitions, and
- demonstrations



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