



***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:

Implementation Plan: May 2024 to October 2024



**Co-funded by
the European Union**

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Phase 1: Preparation (August 2024 - September 2024)

- 1. Planning and Strategy Development (August 2024):**
 - Form the campaign team and assign roles and responsibilities.
 - Define the campaign's objectives, key messages, and target audiences.
 - Develop a detailed content calendar and outreach plan.
- 2. Resource Development (August - September 2024):**
 - Create high-quality content, including videos, infographics, blog posts, and teaching materials.
 - Develop a comprehensive press kit and media resources.
- 3. Platform Setup (September 2024):**
 - Go through our social media accounts, email marketing systems, and the campaign website.
 - Create a dedicated section on the project platform for webinars and other resources.

Phase 2: Launch (September 2024 - October 2024)

- 1. Digital Marketing and Social Media Campaigns (July 2024):**
 - Launch the social media campaign with the designated hashtag.
 - Begin posting content according to the content calendar and engage with followers.
- 2. Press and Media Outreach (September 2024):**
 - Distribute press releases and reach out to journalists and educational publications.
 - Schedule interviews and features with key media outlets.
- 3. Initial Webinars and Workshops (September 2024):**
 - Host the first series of introductory webinars to present the project's website with all the material..
 - Conduct initial training workshops for a select group of teachers.





Phase 3: Engagement (September 2024 - October 2024)

- 1. Community Engagement and Feedback Collection (September 2024):**
 - Join online forums, groups, and communities focused on education, STEAM, and climate change to share the campaign.
 - Collect feedback from webinar participants, workshop attendees, and online community members through surveys and feedback forms.
 - Create 3 blog entries
- 2. Ongoing Content Creation and Distribution (September - October 2024):**
 - Continue creating and sharing engaging content, including success stories, testimonials, and updates.
 - Develop interactive content such as polls, Q&A sessions, and live streams to maintain audience engagement.
- 3. Follow-up Webinars and Workshops (October 2024):**
 - Host follow-up webinars to delve deeper into specific aspects of the curriculum and address questions from educators.
 - Conduct additional workshops to train more teachers and provide advanced guidance on implementing the curriculum.
- 4. Monitoring and Evaluation (October 2024):**
 - Use social media analytics tools to monitor the engagement, reach, and effectiveness of posts.
 - Track email open rates, click-through rates, and conversion rates to gauge the success of email campaigns.
 - Analyze website traffic and user engagement with the content related to the curriculum.
 - Evaluate the short-term and long-term impact of the campaign by tracking the adoption rate of the curriculum in schools.
 - Measure changes in teachers' confidence and competence in using PBL and STEAM methods, as well as students' engagement and learning outcomes.
- 5. Refinement and Iteration (October 2024):**
 - Regularly review the feedback and analytics data to identify areas for improvement.
 - Update and refine the campaign strategies and materials based on insights and lessons learned.

By following the implementation plan from May to October 2024, the campaign will be effective and is ensuring a structured approach to raising awareness and promoting all the outcomes of the project. This implementation plan is also the foundation of the next strategy that describes how the project will continue to live on after the end of the project period.

