



***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:

***Networking Strategy for "Curriculum on Skills Development through the Use
of PBL and STEAM Integrated into Climate Change"***



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1. Defined Objectives

- **Primary Goal:** To build a robust network of educators, stakeholders, and organizations to promote, implement, and sustain the curriculum.
- **Secondary Goals:**
 - Increase awareness and adoption of the curriculum and how to use all the material produced.
 - Facilitate resource sharing and collaboration among educators.
 - Foster partnerships for funding, collaboration, expertise, and support.
 - Increase curriculum adoption by 20% within the first year.

2. Identified Target Audiences

- **Primary Audiences:**
 - Teachers and educators.
 - School administrators and policy-makers.
 - Educational institutions and organizations (K-12, VET, higher education).
- **Secondary Audiences:**
 - NGO:s and non-profits focused on education, STEAM, and climate change.
 - Government bodies and agencies involved in education and environmental policy.
 - Corporate partners and sponsors interested in educational and environmental initiatives.
 - Parents and community leaders.
 - Media and press focusing on education and climate change.

3. Key Messages

- **Core Messages:**
 - "Empower the next generation with future-ready skills through innovative, integrated education in PBL, STEAM, and climate change."
 - "Emphasis on the collective effort to equip students with critical skills for real-world challenges."
- **Supporting Messages:**
 - "Join a community of forward-thinking educators transforming education for a sustainable future."
 - "Collaborate, share, and learn to bring cutting-edge, interdisciplinary education to your classroom."
 - "Together, we can equip students with critical skills to tackle real-world challenges."





4. Tactics and Activities

In this section we want to emphasize the importance of partnerships with educational institutions, NGOs, corporate sponsors, and government bodies, but also on efforts on creating community-building through online forums and an alumni network as is described in our long term document.

1. Online Presence and Digital Engagement

- **Social Media:** Create and maintain active profiles on our social media platforms like Facebook, and Instagram.
 - Regularly post updates, success stories, and educational resources.
 - Use targeted ads to reach specific educator and stakeholder groups.
- **Website:** Develop a dedicated website or section on an existing platform.
 - Include resources, case studies, event information, and if possible also a blog.
 - Provide easy access to contact information and networking opportunities.

2. Webinars and Virtual Events

- Host webinars focused on different aspects of the curriculum.
- Organize virtual conferences and workshops to bring together educators and stakeholders.
- Record sessions and make them available for later viewing to increase reach.

3. Email Marketing and Newsletters

- Create an email list of interested educators, stakeholders, and partners.
- Send regular newsletters with updates, success stories, and upcoming event information.
- Include calls-to-action for participation in events, webinars, and discussions.

4. Partnerships and Collaborations

- **Educational Institutions:** Partner with schools, universities, and educational organizations for curriculum implementation and feedback.
- **NGOs and Non-profits:** Collaborate on joint initiatives and projects to expand reach and impact.
- **Corporate Sponsors:** Seek sponsorships and partnerships for collaboration and if possible also funding and resources.
- **Government Bodies:** Engage with policy-makers to advocate for curriculum integration into national and regional education policies.

5. Community Building and Engagement

- **Online Communities:** Create and moderate online forums or groups (e.g., on Facebook, LinkedIn) for educators to share experiences and resources.
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- **Alumni Network:** Develop a network for participants who have used the material in the website to foster ongoing development of the material, support and collaboration.
 - **Local Chapters:** Encourage the formation of local groups or chapters to facilitate in-person meetups and workshops.
6. **Conferences and Trade Shows**
- Attend and present at relevant education and environmental conferences if possible.
 - Set up booths and networking sessions to engage with attendees and distribute materials if possible.
 - Submit proposals to speak at industry events to share insights and success stories if possible.

5. Measurement and Evaluation

- **KPIs:** Track key performance indicators such as the number of new partnerships, webinar attendance, website traffic, and social media engagement. We want to start small and then increase by reaching 2 - 5 per country the first year and then 6 - 10 for the second year.
- **Feedback:** Collect feedback from network participants through surveys and direct interactions.
- **Impact Reports:** Regularly publish impact reports for the first two years (once a year) detailing network growth, engagement metrics, and success stories.

6. Sustainability and Growth

- **Continuous Engagement:** Maintain regular communication and engagement activities to keep the network active and growing.
- **Scalability:** Develop strategies for scaling the network to new regions and audiences.
- **Resource Development:** Continuously develop and update resources to keep the network informed and engaged.

By following and dividing this comprehensive networking strategy, the UNITY project partners can continue to create a dynamic and supportive community that promotes and sustains the material on the website as well as ensuring long-term success and impact while working to create a better and sustainable future together beyond the end of the project.



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Sustainability and Growth Strategies for Long-Term Success

To ensure long-term success and impact for the UNITY project, three key areas must be addressed: continuous engagement, scalability, and resource development. Here are strategies for each:

1. Continuous Engagement

Maintaining regular communication and activities will help to keep the network active, motivated, and growing.

Strategies:

- **Regular Updates and Newsletters:**
 - Send newsletters every third month that include updates on project developments, new resources, success stories, and upcoming events.
 - Include engaging content like teacher spotlights, student achievements, and case studies to inspire and inform network members.
- **Interactive Online Community:**
 - Foster discussions and idea-sharing via forums or social media groups (Facebook, Twinspace or a dedicated platform) for educators and stakeholders to share experiences, resources, and solutions.
 - Host "ask me anything" (AMA) sessions with experts, teachers, or project partners to facilitate knowledge-sharing and deeper engagement.
- **Webinars and Virtual Meetups:**
 - Organise quarterly webinars that focus on various topics like innovative teaching methods, future skills, or project-based learning (PBL). This will be organised twice by each partner.
 - Conduct virtual networking meetups to strengthen connections between educators and stakeholders in different regions. These will take place twice a year.
- **Challenges and Contests:**
 - Run regular challenges or competitions, such as creating lesson plans using the PBL/STEAM approach, which can encourage active participation and content generation but also at least one more where we use our award framework strategy to encourage teams/classes to send in projects they have been working on in a competition that will first be national and secondly international but if participants from outside of our countries apply they will go straight to the international jury.
 - Offer small incentives or recognition to participants, like badges, certificates, or project showcases on the digital map that is on the website.





- **Ongoing Support and Mentoring:**
 - Develop a peer-to-peer mentorship program where experienced educators can offer guidance to newcomers in implementing the curriculum.
 - Create a dedicated help desk or FAQ section where teachers and students can seek quick support and advice.

2. Scalability

Developing strategies for growth and expansion to new regions and audiences is essential for widening the reach and impact of the project.

Strategies:

- **Localised Adaptations:**
 - Customise the curriculum and materials to fit the cultural and educational contexts of different regions. This includes translating content into additional languages and aligning it with local educational standards and policies.
 - Engage local educators and policy-makers to ensure the content meets the specific needs of their students and education systems.
- **Partnerships with Key Organisations:**
 - Collaborate with international, regional, and local educational organisations, NGOs, and governmental bodies to promote the curriculum's adoption.
 - Leverage these partnerships to scale outreach efforts through joint events, promotional campaigns, and resource-sharing.
- **Train-the-Trainer Model:**
 - Develop a scalable "train-the-trainer" program, where key educators in each region receive advanced training to become ambassadors and train others in using the curriculum.
 - Create certification programs that recognize trainers and educators who have successfully completed the program, further motivating local involvement.
- **Pilot Programs in New Regions:**
 - Launch small pilot initiatives in new regions to test the adaptability of the curriculum. Use feedback from these pilots to refine the program before a full-scale rollout.
- **Expansion Through Social Media Campaigns:**
 - Use targeted social media marketing to reach educators in new regions. Focus on platforms that are popular in different geographical areas to maximise visibility.





3. Resource Development

Continuously developing and updating resources will ensure that the curriculum stays relevant and accessible, keeping the network engaged. Every third month the partners will meet online to keep track of our developments.

Strategies:

- **Open Educational Resources (OER) Hub:**
 - Create and regularly update an open-access hub where educators can find and share lesson plans, activities, project examples, videos, and other instructional materials related to PBL, STEAM, and climate change education.
 - Include a feature where users can rate and comment on resources, encouraging peer feedback and content improvement.
- **Crowdsourced Content and User-Generated Resources:**
 - Encourage network members to contribute their own lesson plans, project ideas, and classroom success stories. Feature these contributions on the platform and promote them to the wider community.
 - Regularly solicit input from teachers on emerging needs and areas where additional resources are needed, ensuring that new materials address real-world classroom challenges.
- **Continuous Professional Development Modules:**
 - Develop ongoing professional development modules focused on PBL and STEAM approaches, integrating climate change education. These could be offered as part of webinars, virtual workshops, or downloadable resources. Each country will create a minimum of two.
 - Update these modules frequently to incorporate the latest research, educational trends, and best practices.
- **Feedback and Iteration Process:**
 - Collect continuous feedback from educators using the curriculum to understand challenges, identify areas for improvement, and adjust resources accordingly.
 - Create a feedback loop that allows educators to influence the development of future content, ensuring the curriculum evolves to meet changing needs.
- **Annual Curriculum Review and Update:**
 - Establish a process for an annual review of the curriculum to ensure it remains aligned with the latest educational standards and innovations.
 - Introduce new materials that incorporate emerging technologies or pedagogical trends, such as for example virtual and augmented reality or personalised learning platforms.





Networking Strategy

By implementing these strategies, the UNITY project partners strive to ensure the long-term success of the curriculum, create a sustainable network, and foster continuous engagement beyond the project's lifespan, all while contributing to the development of future-ready education.



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