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Amplifying Educational Innovation Across Europe

Work Package 5 Outcomes & The Visibility Strategy
for the **Educational Ventures** Project

The Strategic Mission of Work Package 5



Build a Recognizable Identity

Establishing a coherent visual design that translates the pedagogical model into an immediate visual promise for stakeholders



Promote the Blended Experience

Broadcasting the integration of traditional e-learning platforms with immersive outdoor Augmented Reality (AR).



Engage the Community

Activating local territories through multi-national Multiplier Events and direct stakeholder participation

The Visual Promise of the Augmented Canvas

The project's Visual Design Identity is the first line of dissemination. By intentionally balancing natural elements with technological indicators, the visual language immediately communicates the project's core proposition before a single word is read.



Nature & Outdoor Learning



Digital & Tech Innovation

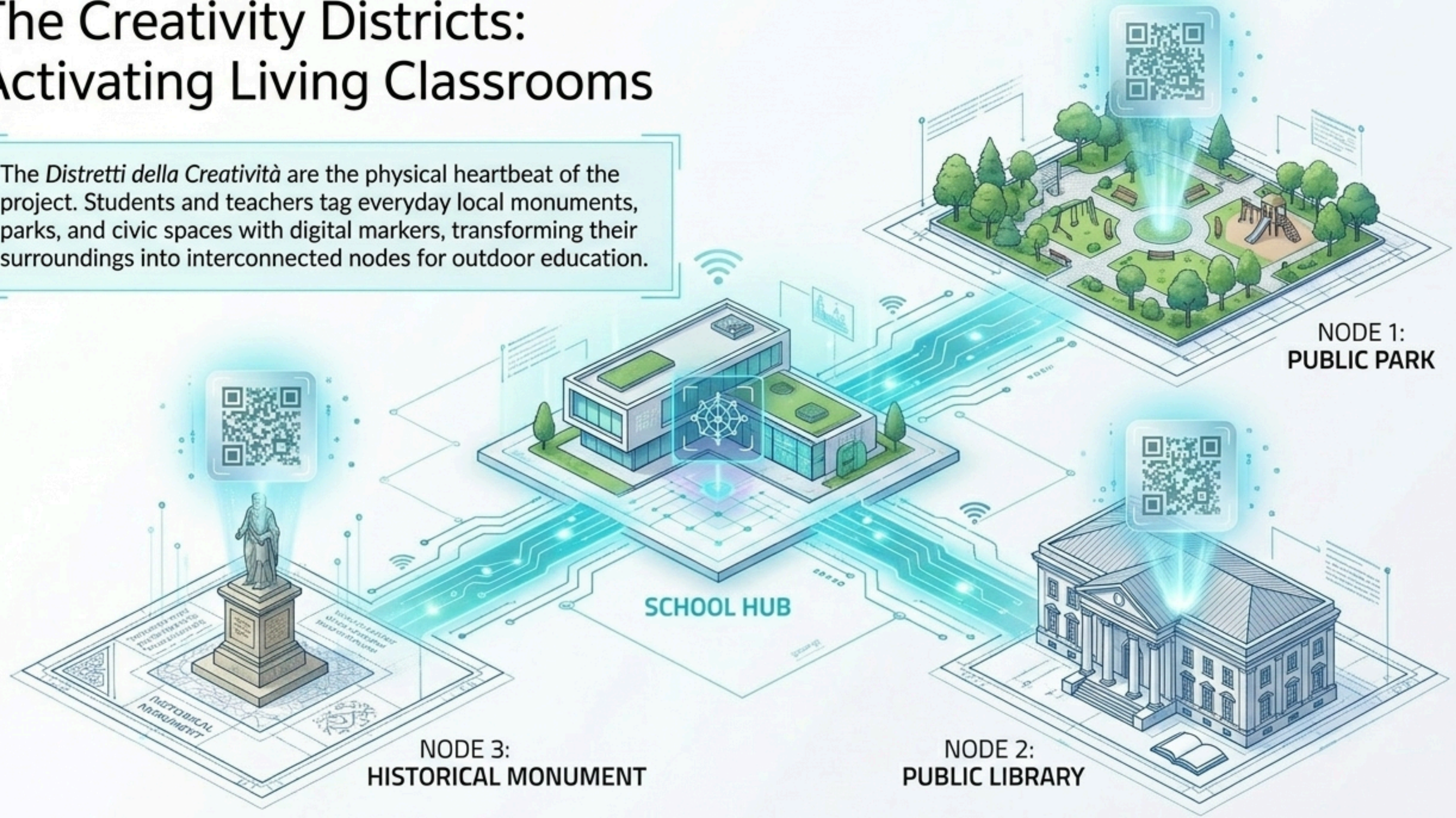


Energy & Community Accent



The Creativity Districts: Activating Living Classrooms

The *Distretti della Creatività* are the physical heartbeat of the project. Students and teachers tag everyday local monuments, parks, and civic spaces with digital markers, transforming their surroundings into interconnected nodes for outdoor education.



The Placetelling Cycle Turns Territory Into a Visibility Tool

2. Augment

QR codes and Augmented Reality (AR) layer digital learning onto physical heritage.

1. Explore

Students engage with the physical territory, investigating significant historical and environmental sites in their area.

3. Broadcast

The newly augmented cultural heritage is shared with the broader community, turning pedagogy into civic dissemination.



The Digital Layer Connecting the Districts

Physical locations are made globally visible through dedicated digital channels. QR codes stationed at physical sites act as portals, linking the public directly to the central e-learning platform and specific AR applications.



A Synchronized European Dissemination Engine



Multichannel Broadcasting Across Web and Media

To scale the impact of the physical districts, WP5 deployed a comprehensive digital ecosystem



Central Information Hub:
www.educationalventures.site



The Project Manifesto



Digital Brochures & Guidelines



Local and National Press Campaigns



Continuous Social Media Engagement



Multiplier Events: Physical Catalysts for Local Action

Four strategic Multiplier Events were deployed across Europe to bring the abstract concepts of e-learning and Augmented Reality into the physical world. These events served as live demonstrations of the Creativity Districts.



Rzeszów
(Poland)

Rome
(Italy)

Çanakkale
(Turkey)

Prague
(Czech Republic)



Event 1



Event 2



Event 3



Event 4

Activating Stakeholders: Multiplier Events in Focus



Academic &
Tech
Audiences

Poland (CRAS)

Successfully launched the first Multiplier Event, disseminating the foundational research to local educators, policymakers, and tech experts, setting the baseline for stakeholder engagement.



Corporate &
International
Experts

Italy (WIDE)

The Rome event transformed the Creativity Districts from theory to practice. By using local monuments as “living classrooms,” the event demonstrated the blended model live.

Broadcasting the Technological Leap

Dissemination evolved alongside the project's technical maturity. As WP4 advanced, public visibility campaigns transitioned from explaining theory to showcasing active AR field-testing.



Theoretical Frameworks



**Immersive
Field-Testing**



Measuring Our European Footprint



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142



Students Engaged

(Surpassing the 100-student target)

12



Active Teachers

(Surpassing the 10-teacher target)

100%



Target Achievement across
all core deliverable indicators

35+

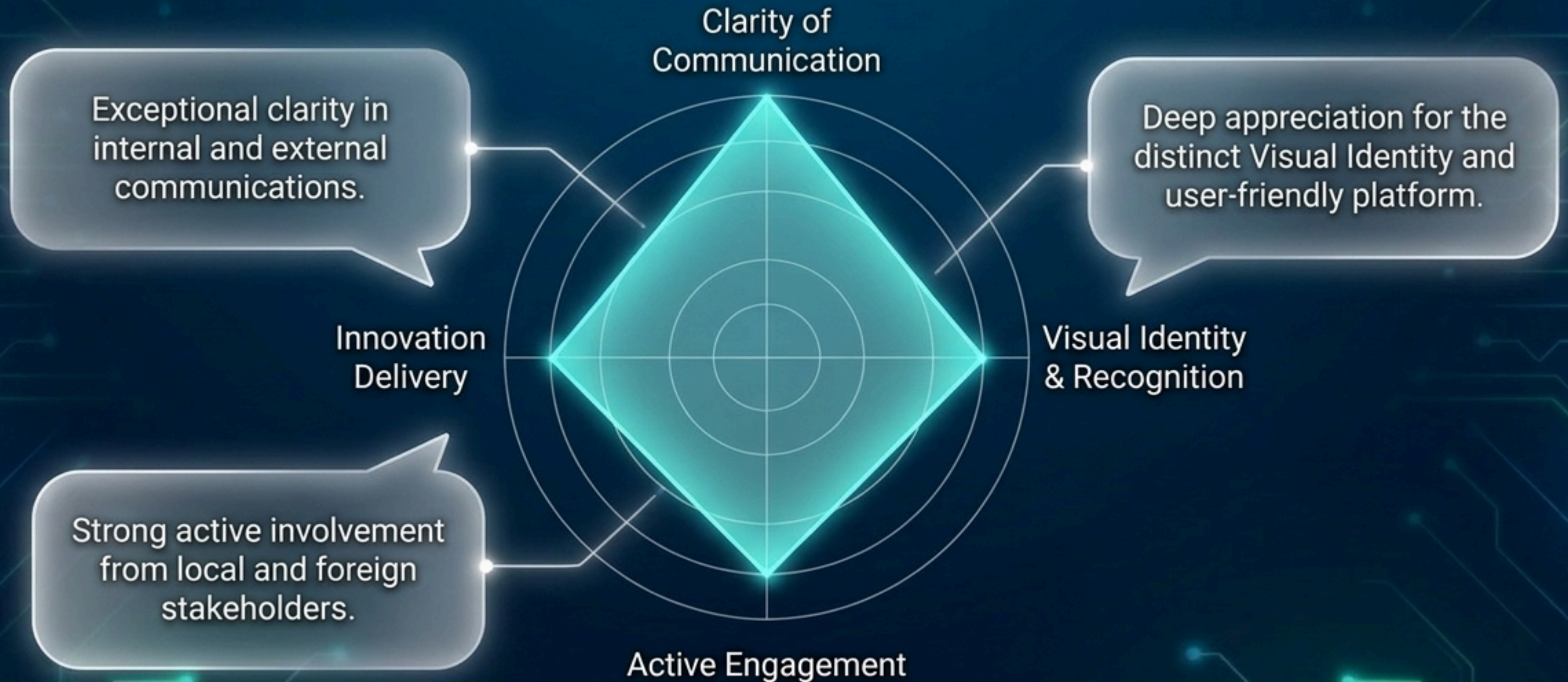


Participants per Event.

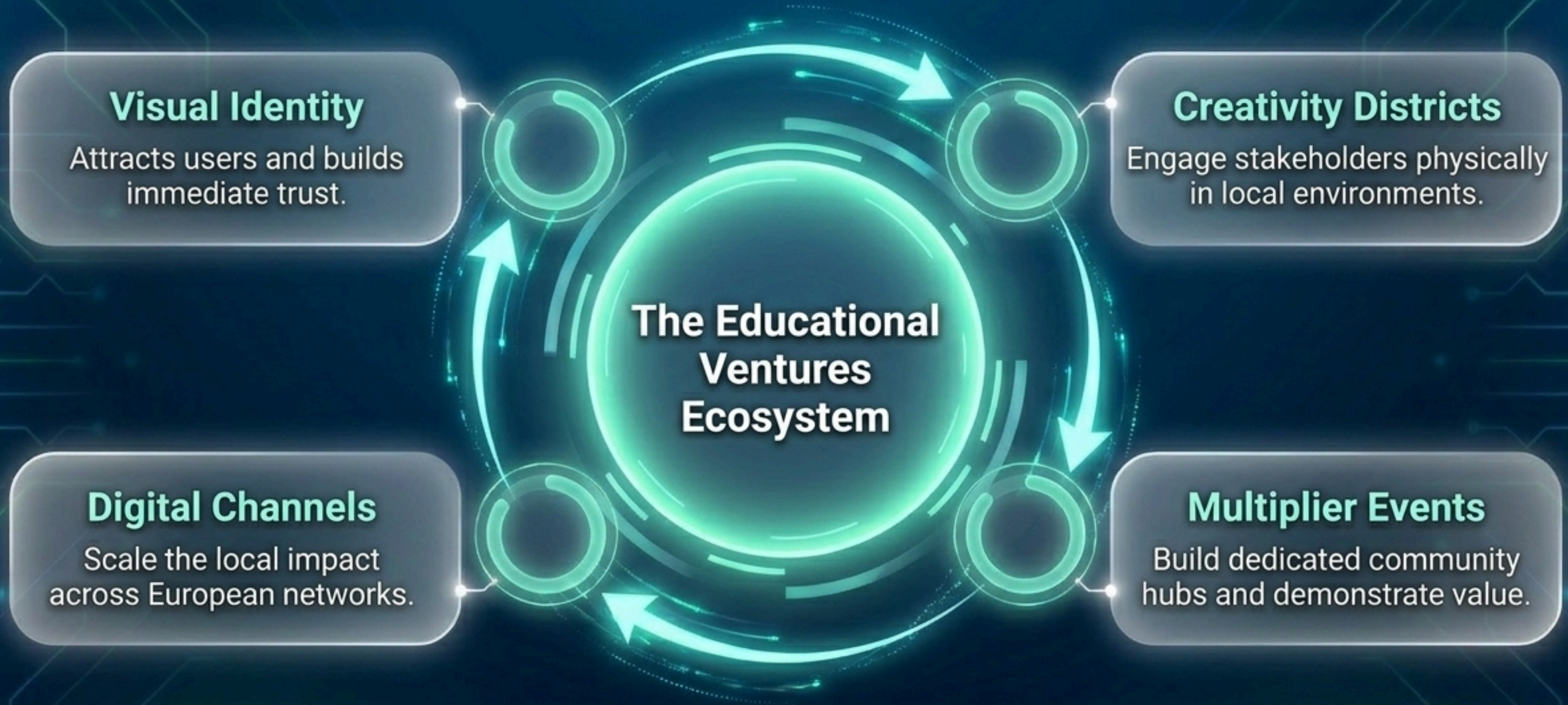
Minimum thresholds exceeded
across all Multiplier Events.

Community Response and Satisfaction

Rigorous monitoring confirmed high satisfaction rates among participants, proving the model's cross-cultural resonance.



The Compounding Visibility Ecosystem



Synthesis: A physical event inside a Creativity District, amplified by AR technology and broadcasted digitally, creates a compounding loop of visibility no single channel could achieve alone.

Sustainable Replicability Post-Erasmus

The ultimate legacy of Work Package 5 is ensuring the model outlives the project timeline, cementing a new standard for blended learning.

