



LOGO DESCRIPTION

The **project** “Educational Ventures” is an innovative response to current challenges in the field of education, with the aim of developing innovative approaches to teaching and learning. The proposed model aims to foster the connection between educational, training, territorial, and technological institutions. With an emphasis on transversal cultural, digital, and social competences, it intends to create a model of non-formal outdoor learning, integrating the real world with recent technologies.

In addition to conventional methodologies, the project embraces innovative approaches such as “outdoor education”, “learning by doing” and “active teaching”. Responding to the priorities of Erasmus+ and the school education sector, it is committed to developing key competences, promoting civic participation, and improving the quality of education through the enhancement of global language teaching and excellence in STEM and STEAM disciplines. “Educational Ventures” aims to shape an educational future where learning becomes an interconnected, inspiring, and relevant journey to modern society.

The **logo** of the “Educational Ventures” project, designed by WIDE, aspires to clearly represent the vision of the partnership and the innovative objectives of the project through the choice of colours and specific elements. In the icon, two students (a girl and a boy) wear advanced technological tools and are engaged

in outdoor study activities in a city garden, with skyscrapers and buildings in the background to emphasize the integration of learning with the urban environment, but in a non-formal context.

Particular attention has been paid to the choice of colours: green, predominant in the logo, symbolizes the connection with nature and sustainable education, also representing vital balance, harmony, renewal, growth, and perseverance. The buildings, in a soft orange (a stimulating colour associated with realization and complicity), represent the integration of education and innovative technologies with an existing reality. The augmented reality glasses worn by the students are blue, symbolizing innovative technology and digital connection.

The visual elements of the logo are essential and common to directly capture the essence of the project: a non-formal and technologically advanced approach to learning through “outdoor education” and “learning by doing”. The technological glasses represent the integration of emerging technologies in education, emphasizing the modernity and avant-garde of the methodologies proposed.

Finally, the atmosphere of happiness and involvement of the students in the image reflects the stimulating and relevant quality of the learning experience proposed by “Educational Venture”.