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WP5.2 – Dissemination (Communication Activities)



COMMUNICATION CAMPAIGN

IN THE LOCAL AND NATIONAL PRESS

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1. Purpose of the document

This document serves to guide the partners in the implementation of the communication campaigns in the local and national press of the Educational Ventures project.

The goal is to make the dissemination of the project, its results and the educational model developed simpler and more uniform, using concrete and easily replicable tools: press releases, articles, interviews, newsletters, posts, visual materials and evidence collection.

The press campaigns are part of WP5 – Dissemination and aim to:

- to raise awareness of the project and the Educational Ventures model;
- communicate the results achieved in the various Work Packages;
- involve schools, students, teachers, local communities, stakeholders and experts;
- increase the visibility of the project at local, national and European level;
- to promote the adoption and sustainability of the model even after the end of the project;
- collect evidence useful for monitoring, evaluation and audits.

2. What to communicate

Each partner can communicate the project in a simple way, linking each news item to a concrete result.

Main topics

The contents to be communicated may concern:

- general presentation of the Educational Ventures project;
- objectives of the project;
- European Partnership;
- development of the cooperative school model;
- e-learning platform;
- training modules;
- augmented reality apps;
- pilot activities with students and teachers;
- feedback collected from target groups;
- multiplier events;
- dissemination materials;
- Guidelines for replicability;
- results and good practices;
- sustainability perspectives;
- Districts of Creativity.



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Basic message to use

Educational Ventures is an Erasmus+ project that promotes an innovative model of cooperative school, integrating e-learning, outdoor education and augmented reality to develop transversal, digital, civic and social skills in students.

Other key messages:

1. Educational Ventures develops a new model of cooperative school.
2. The model integrates e-learning, outdoor education and augmented reality.
3. Students become active protagonists of their own learning path.
4. The project strengthens transversal, digital, civic and social skills.
5. The territory, the local culture and the community become learning environments.
6. Immersive technologies can make education more engaging, inclusive and meaningful.
7. The model is designed to be replicable in other schools and educational contexts.
8. European cooperation fosters the exchange of innovative practices and the growth of educational communities.

3. Recipients

Campaigns target different audiences.

Direct beneficiaries

- students involved in pilot activities;
- teachers and school staff;
- staff of partner organizations;
- trainers, educators and pedagogical experts;
- tutors and support figures for experimentation.

Indirect beneficiaries

- schools and educational institutions;
- students' families;
- local communities;
- cultural bodies and territorial associations;
- public authorities and policy makers;
- local, regional and national stakeholders;



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- experts in educational innovation, immersive technologies, outdoor education and digital skills;
- local and national media;
- organizations interested in the replicability of the model.

4. When to communicate

Press campaigns must accompany the entire life cycle of the project. Partners can post or send communications at specific times.

Phase	What to communicate	Example title
Project start	Presentation of the project and the partnership	“Educational Ventures: a new Erasmus+ project to innovate schools”
WP2	Educational model and design	“A cooperative model between school, territory and digital learning”
WP3	E-learning platform and AR app	“Immersive technologies and school: Educational Ventures develops new tools for learning”
WP4	Pilot with students and teachers	“Students protagonists of the experimentation of the Educational Ventures model”
Multiplier events	Public events and dissemination	“Educational Ventures presents the results of the project to schools and stakeholders”
Guidelines	Model replicability	“A guide to replicate the Educational Ventures model in other educational contexts”
End of project	Results and sustainability	“Educational Ventures: results, impact and future prospects”

5. Channels to use

Each partner can use the channels available in their country and territory.

Press and media channels

- local newspapers;
- online newspapers;
- school or educational magazines;
- portals dedicated to school, training and innovation;
- local radios;
- Local TVs where possible;



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- territorial newsletters;
- press releases to public bodies or school networks.

Digital Support Channels

- official website of the project: www.educationalventures.site;
- institutional websites of the partners;
- social media;
- Facebook page of the project;
- partner newsletters;
- mailing lists of schools and stakeholders;
- Erasmus+ platforms or portals;
- visual materials, brochures and infographics.

6. What a press release should contain

Every press release should be brief, clear and easily understandable.

Recommended structure

1. **Title**
Brief, clear, connected to the news.
2. **Subtitle**
A sentence that explains the value of the news.
3. **First paragraph**
Who, what, where, when and why.
4. **Project description**
Brief explanation of Educational Ventures.
5. **Result or activity to be communicated**
Concrete description of the activity carried out or the result achieved.
6. **Value for students, schools and communities**
Explain why the activity is useful.
7. **Reference to the European Partnership**
Name the countries involved: Italy, Poland, Turkey and the Czech Republic.
Project code: 2023-1-IT02-KA220-SCH-000151181



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8. Website

Insert link: www.educationalventures.site

9. Disclaimer Erasmus+

Always include the official disclaimer:

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7. General press release template

Title

Educational Ventures: an Erasmus+ project for a cooperative, digital and immersive school

Subtitle

The project integrates e-learning, outdoor education and augmented reality to develop transversal, digital, civic and social skills in students.

Text

Educational Ventures is an Erasmus+ Cooperation Partnership project in the field of school education, created to promote an innovative model of cooperative school based on blended learning, digital technologies and enhancement of the territory.

The project involves partners from Italy, Poland, Turkey and the Czech Republic and aims to make students active protagonists of their own learning path.

Through an e-learning platform, training modules, outdoor education activities and an augmented reality application, Educational Ventures supports the development of key skills for the future, including collaboration, critical thinking, digital literacy, active citizenship, sustainability and reflective learning.



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The project aims to offer schools, teachers and educational communities a replicable model, capable of connecting knowledge, local culture, technology and participation.

More information is available on the official website of the project:

www.educationalventures.site

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8. Press release templates for Pilot

Title

Educational Ventures starts testing the model with students and teachers

Subtitle

The pilot combines e-learning course, immersive activities and student feedback to test a new cooperative learning model.

Text

As part of the Erasmus+ Educational Ventures project, the partners have started the experimentation of the educational model developed during the previous project phases.

The students involved participate in a blended course that combines e-learning modules, quizzes, reflection activities, outdoor experiences and augmented reality content. The aim is to verify the effectiveness of the model in strengthening transversal, digital, civic and social skills.

The experimentation also includes the collection of feedback through surveys and monitoring tools, so as to progressively improve the model and make it more accessible, engaging and replicable.

The pilot represents a central phase of the project, because it allows us to concretely test the link between online learning, immersive technologies and the territory.

More information is available on the official website of the project:



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www.educationalventures.site

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9. AR App Press Release Template

Title

Educational Ventures experiments with augmented reality to make learning more active and engaging

Subtitle

The project's AR app connects digital content, cultural venues and soft skills.

Text

The Erasmus+ Educational Ventures project has developed and tested an augmented reality application designed to integrate online learning with immersive and outdoor experiences.

Through the AR app, students can explore content related to places, monuments and cultural themes, while strengthening digital, civic, social and collaborative skills.

Augmented reality is used as an educational tool to increase student motivation, participation and engagement, making learning closer to the real experience and the territory.

The app represents one of the main components of the Educational Ventures model, together with the e-learning platform and experimentation activities with target groups.

More information is available on the official website of the project:

www.educationalventures.site

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10. Press Release Template for Multiplier Event

Title

Educational Ventures presents the results of the project during a multiplier event

Subtitle

The event involves schools, experts, stakeholders and local communities to share results, tools and good practices.

Text

The Multiplier Event of the Erasmus+ Educational Ventures project took place, dedicated to the presentation of the results achieved and the dissemination of the educational model developed by the partnership.

During the event, the objectives of the project, the e-learning platform, the training contents, the augmented reality app, the pilot activities and the prospects for the replicability of the model were presented.

The meeting was an important opportunity for discussion with schools, teachers, students, stakeholders, experts in the educational sector and local communities.

Educational Ventures promotes a cooperative school model that integrates digital learning, outdoor education and immersive technologies, with the aim of developing useful skills for life, active citizenship and social participation.

More information is available on the official website of the project:

www.educationalventures.site

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11. Sample e-mails to send to the media

Subject: Communication of the Erasmus+ Educational Ventures project

Dear Editor,

We would like to inform you about the Erasmus+ Educational Ventures project, a Cooperation Partnership in the field of school education involving partners from Italy, Poland, Turkey and the Czech Republic.

The project promotes an innovative model of cooperative school, based on the integration of e-learning, outdoor education and augmented reality, with the aim of developing transversal, digital, civic and social skills in students.

Attached/below you will find a short press release related to [insert activity/result/event].

More information is available on the official website of the project:

www.educationalventures.site

We remain available for any further information, interviews or additional materials.

Best regards,

[First and last name]

[Partner Organization]

[Contacts]

12. Mini-template for brief article/newsletter

Title



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Educational Ventures: learning with e-learning, outdoor education and augmented reality

Short text

Educational Ventures is an Erasmus+ project that promotes an innovative model of cooperative school. The project integrates e-learning modules, outdoor experiences and augmented reality content to develop transversal, digital, civic and social skills in students.

The partnership involves organizations from Italy, Poland, Turkey and the Czech Republic and works on the creation of tools, materials and guidelines that can be replicated in other educational contexts.

The project enhances the active role of students, the connection with the territory and the conscious use of digital technologies in learning.

Find out more: www.educationalventures.site

13. Mini-template for social posts linked to the press campaign

Educational Ventures promotes a new model of cooperative school that combines e-learning, outdoor education and augmented reality.

Through the project, students and teachers experiment with digital tools and immersive activities to develop transversal, digital, civic and social skills.

Discover the project: www.educationalventures.site

#EducationalVentures #ErasmusPlus #SchoolEducation #AugmentedReality #OutdoorEducation #BlendedLearning

14. Checklist before publishing or sending a press release

Before sending a press release, article, or public content, make sure that the following are present:

- correct name of the project: Educational Ventures;
- project code: 2023-1-IT02-KA220-SCH-000151181;
- reference to the Erasmus+ Programme;
- clear description of the activity or result;
- official website: www.educationalventures.site;



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- project logo, where possible;
- logo UE / Erasmus+;
- official disclaimer;
- any partner logos;
- date of activity or publication;
- indication of the responsible partner;
- simple and understandable language;
- absence of unauthorized personal data;
- save the evidence in the WP5 folder.

15. How to collect evidence

Every communication activity must be documented. This is important for WP5 monitoring, reporting and any audits.

Evidence to be saved

- copy of the press release;
- link to the published article;
- screenshots of the web page;
- PDF of the article;
- photos of paper articles;
- screenshot di post social;
- copy of the newsletter;
- link to podcast o radio;
- screenshot of the partner's website with links to the project website;
- photos of brochures, posters or materials distributed;
- Brief report of the activity carried out.

Where to save

All evidence must be uploaded to the shared folder of the project, section WP5 – Dissemination.

Recommended File Name

Use a simple and clear name:

Partner_ActivityType_Channel_Data

Examples:



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- CRAS_Article_LocalPress_15_02_2026.pdf
- NARA_Post_ARApp_03_10_2025.png
- WIDE_Newsletter_Pilot2_24_03_2026.pdf
- CAIO_WebsiteLink_Screenshot_20_05_2024.png
- Assisi_PressRelease_Guidelines_10_06_2025.docx

16. Indicators to monitor

Campaigns must contribute to WP5 indicators.

Quantitative indicators

Each partner should monitor:

- number of press releases produced;
- number of articles published;
- number of posts/social networks/newsletters published;
- number of users reached by campaigns;
- number of visits or views of the site and social networks, if available;
- number of brochures or materials distributed;
- number of stakeholders reached;
- number of evidence uploaded in WP5;
- number of participants in events;
- number of users accredited or involved in pilot activities.

Qualitative indicators

Each partner should verify:

- clarity of communication;
- consistency with the visual identity of the project;
- correct use of logos and disclaimer;
- quality of the materials produced;
- interest shown by schools, stakeholders or the media;
- ability of communication to explain the results of the project;
- contribution to the sustainability and replicability of the model;
- connection with the Districts of Creativity and with the territory



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17. Simple tab to register a press campaign

Each partner can use this tab to document their activities.

Partner:

[Partner Name]

Country:

[Italy / Poland / Turkey / Czech Republic]

Date:

[gg/mm/yyyy]

Type of activity:

[Press Release / Article / Interview / Newsletter / Post / Podcast / Radio / Other]

Channel used:

[name of newspaper, website, social media, radio, newsletter, etc.]

Title of the communication:

[title]

Topic press release:

[general project / WP2 / WP3 / WP4 / WP5 / AR app / pilot / multiplier event / guidelines / other]

Target reached:

[Students/Faculty/Schools/Stakeholders/Local Community/General Public]

Link or reference:

[insert link]

Evidence uploaded in WP5:

[Yes / No]



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Brief description of the impact:

[e.g. increased visibility of the project, involvement of local schools, promotion of the pilot, dissemination of results]

18. Partner roles

Francesco D'Assisi Scientific High School

- coordinates the overall approach of communication;
- enhances the project in the school context;
- communicates results related to students, teachers, experimentation and Guidelines;
- contributes to the collection of WP5 evidence.

WIDE

- supports communicative and graphic coherence;
- updates and enhances the project website;
- supports materials, brochures, infographics, content and reporting;
- coordinates and monitors the collection of dissemination evidence;
- support the organization of multiplier events.

CRAS

- communicates the project in the Polish context;
- uses local networks, press, radio, newsletters and social media;
- enhances the involvement of schools, students and local communities;
- collects and archives WP5 evidence.

NARA

- communicates results related to AR, VR, immersive technologies and apps;
- enhances the role of educational technologies in the model;



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- promotes content through the website, social media, local/national press and technological networks;
- collects and archives WP5 evidence.

CAIO

- communicates the results in the Czech context;
- enhances monitoring, evaluation, pilot and replicability;
- supports communication with schools, stakeholders and training networks;
- collects and archives WP5 evidence.

19. Use of Districts of Creativity in Communication

The concept of Districts of Creativity must be communicated in a simple way.

In the Educational Ventures project, the Districts of Creativity can be presented as physical, cultural or educational places where students, teachers, schools and communities experience more active, cooperative and community-driven learning.

Example of a sentence to use:

“Educational Ventures enhances local places as learning spaces, transforming them into Districts of Creativity: contexts in which culture, technology, school and community meet to develop skills and new educational experiences.”

20. Minimum communication plan for each partner

To ensure simple and concrete implementation, each partner should achieve at least:

- 1 communiqué or general article on the project;
- 1 communication on the pilot or experimentation;
- 1 communication on AR app / e-learning / WP3 or WP4 results;
- 1 communication on multiplier events or public activities;



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- 1 communication on Guidelines, replicability or sustainability;
- periodic updates on the website, social networks or newsletters;
- collection of all evidence in the WP5 folder.

21. Conclusion

Communication campaigns in the local and national press must be simple, concrete and continuous.

Each partner contributes by communicating the activities carried out in their own country, using common messages and coherent materials, but adapting language and channels to their local context.

In this way, Educational Ventures can reach schools, students, teachers, stakeholders and local communities, increasing the visibility of the project, facilitating the transfer of results and supporting the replicability of the model even after the conclusion of the Erasmus+ funding.