



COMMUNICATION STRATEGY & PROJECT VISUAL IDENTITY

Perrotis College

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MONITORING AND REPORTING 20



NERDVET and its objectives

The project THINK SMART! ENHANCING CRITICAL THINKING SKILLS & MEDIA LITERACY IN VET (Acronym: NERDVET) intends to design and implement a Model for integrating in an organic way critical thinking and media literacy skills as learning outcomes within VET curricula.

The project is funded by the Erasmus+ program of the European Union and particularly by the EACEA. The project partnership includes seven partners from six countries (Italy, Greece, The Netherlands, Belgium, Spain and Portugal).

Lead Partner

ENAIP NET Impresa Sociale Società Consortile Srl

Partners

Università di Verona Centro

San Viator (CSV) Stichting

Clusious College Inovinter

European Vocational Training Association – EVTA

Perrotis College

The project intends to develop and test an Educational toolkit to support VET teachers and trainers on improving critical thinking and media literacy in VET students: the toolkit will be



composed by a mix of teaching methodologies, content and best didactical practices precisely tailored for this task.

NERDVET intends thus to develop an educational strategy for VET students aimed at enhancing their critical thinking and media literacy. The “vehicles” to reach this goal will be teachers, trainers and other VET staff, who will be trained to use the educational toolkit produced by the project. This toolkit will combine techniques and methodologies that will strengthen the ability of VET students to critically, read and interpret a massive amount of data and information, to make informed decisions and act autonomously and responsibly.

The key actors for the success of this project will be VET teachers/trainers. The core idea on which the toolkit is founded is that the teacher plays a major role in the educational development of students: he/she often becomes a positive/negative role model. This means that teachers themselves need to be the first to critically observe and analyze their behaviors and cognitive bias. Therefore, the proposed toolkit aims first at making teachers aware of their personal cognitive biases and critical thinking dispositions, that might hinder not only the quality of their teaching, but also the possibility to involve and motivate their learners (it’s the teacher in first place that must become a role model as critical thinking facilitator), and secondly, at proving them with a set of techniques and methodologies to support their students to better develop this skill in their turn.

The project also focuses on media literacy, as nowadays the internet and social media are the environments where young people are more likely to spend most of their time in accessing information, learning and communicating. It is the place where they get most of information and form their opinions and points of view. It is so of paramount importance that they learn how to apply critical thinking when using digital media, first to avoid misinformation and manipulation, and secondly to exploit positively everything the web can offer in terms of knowledge, relations and positive examples.

Through this action NERDVET intends to achieve the following results, coherently with the general and specific objectives of the Call:

- a) Improve quality of teaching among VET teachers by providing them with a method and learning resources (The Toolkit) to use critical thinking as a teaching strategy applied to both their discipline subject matters and to media literacy.
- b) Improve quality of learning among VET students by enhancing critical thinking, so that they can actively face future innovation and changes both in their professional (technology, work process, etc.) and social life.
- c) Provide VET students with media literacy competences, so that they can become critically aware citizens and use digital media in a more informed way.
- d) Provide VET students with a cultural awareness which favour inclusion and proactive participation to social and civic life in society.

NERDVET communication main goal and objectives

The project foresees a well-organized information and communication strategy to transmit a particular message to the targeted audiences. The overall objective of the communication activities is to be open and secure that the NERDVET key messages reach all relevant stakeholders and foster their commitment to the project in the long term.

The Communication Plan is based on the following:

- The application form (Target Groups, Methodology, Impact - Dissemination and Sustainability)
- The project timeline and sequence of deliverables
- The adjustments agreed by the partnership due to delays caused by the Covid-19 pandemic

The objectives of the NERDVET communication plan are:



- To define the target, the key messages, the timetable, the tools, the materials and the activities of the communication strategy, as well as the monitoring tools, in detail
- To map the most relevant stakeholders and policy makers to reach
- To disseminate project results and activities to the target groups and to assure high visibility of project results and activities.
- To inform and draw attention to the critical thinking and media literacy high - importance in VET
- To promote and increase the visibility of the project activities and results to the public
- To establish practical communication-information system among project partners

Target groups

The success of project communication depends on establishing and developing continuous relations with the key audience (namely target groups) during the whole project duration, engaging them in the project activities and keeping them when informed about the project achievements.

The Target groups of the NERVET project are the following:

Primary target groups

The primary target groups, meaning the most important audiences, that the NERVET project seeks to reach out to, are students, teachers/ trainers and policy makers in the VET sector.

Identified Stakeholders



The identified relevant stakeholders are students’ families, parent associations, youth workers and educational leaders. Other VET providers, offering both iVET and Cvet training may also benefit from project’s activities and outcomes.

More specifically, the NERDVET partnership has preliminary identified the following non-exhausting list of potential stakeholders, who will increase during the project lifecycle.

Partner	Stakeholders
ENAIP NET	<ul style="list-style-type: none"> Regional public Bodies covered by ENAIP NET consortium (Regional authorities and/or Regional agencies) FORMA Veneto (and similar bodies in other regions) VET umbrella organisations (i.e. VET4EU2) VET providers in Europe with whom we collaborate Parents associations Local newspapers Local radios Local municipalities Teachers’ associations Social partners
Università di Verona - UniVr	<ul style="list-style-type: none"> Centro Formazione Professionale Don Calabria Centro Formazione Professionale Don Calabria Center Stigmatini Verona San Zeno Salesian Institute Centro Di Formazione Professionale I.P.E.A. Salesians San Zeno Marble School Engim Verona IIS Stefani-Bentegodi - sede IPSASR Professional Institute "Giuseppe Medici" Centro Di Formazione Professionale Speciale =F. Gresner=



Centro San Viator (CSV)	<p>Universidad Católica de Deusto Hétel (consortium of VET centers) EBI Tknika (Innovation Center for Vocational Training and Lifelong Learning) FP empresa Berritzegune Deia newspaper Radio Euskadi Euskadi Irratia radio Radio Popular</p>
	<p>Local Council Practical Training companies Local office that guides students with special needs Dutch Vocational Education Board (mbo-raad)</p>
Stichting Clusious College	<p>Dutch companies connected with Greenpact Dutch educational institutes (Vocational, Higher and academic Education) connected with Greenpact Clusius College Facebook page Clusius College Instagram Clusius College website Interview in Dutch VET magazine (paper version and online) Eapril Conference Partnerschools in the Netherlands and in Europe</p>
Inovinter	<p>ANQEP – national agency for vocational qualification and education National Council of Education IEFP - national public employment service National network of participatory management training centers (24 VET providers) CLDS - Local Social Development Contracts (4 national regions) CGTP - national confederation of Portuguese workers</p>



EVTA	VET4EU2 Lifelong Learning Platform EVTA General Assembly European Commission European Training Foundation DG EMPL EPALE Platform
Perrotis College	CEDEFOP Post- Secondary Education General Secretariat EOPPEP VET providers at local and national level VET consultants VET trainers associations Local municipalities Libraries Educational and cultural foundations

Key messages

The Key messages of the NERDVET project are kept as simple as possible in order to attract all target groups' attention. Moreover the key messages are carefully chosen so as to address the target groups' interests. Under this framework, the key messages are the following:

For Students

Become a critical thinker and unfold your potential

Train your critical thinking to be a pro-active and independent citizen

Pop the media bubble so to question what you read or hear

For Teachers/trainers

Empower your students by equipping them with the best tools for thinking critically and independently

Offer strategies and methodologies to increase VET students' competence in media literacy Gain innovative teaching methods on critical thinking

For Policy makers

Vocational Education contributes to make young people more capable of identifying fake news and thinking critically

Critical thinking is crucial to have more informed and proactive citizens

Informed citizens are key to enhance democracy and fight prejudices and stereotypes

The communication agency selected by the partnership and that will develop the visual identity may also advice/suggest on potential smart slogan.

The key messages are to be communicated accordingly and further utilized for the dissemination of the project results.

Delivery tools (channels) for External communication

Certain communication channels will be used for information availability and sharing to the wider audience. The choice and the type of the channels are considered in an overall way, because not only the project's content but also the target groups are varied and diverse. The delivery tools include all communication means and more specifically project partners will use their own channels to relaunch the project news as summarized in the table below:

Partner	Channels
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ENAIP NET	<ul style="list-style-type: none"> - Institutional newsletter (<i>employees/ trainers/stakeholders, more than 5.000 recipients</i>) - Other newsletters of associations ENAIP NET is a member (<i>around 500 recipients</i>) - https://www.facebook.com/enaipnet - https://www.instagram.com/enaip_net/ - Social media of regional members of ENAIP NET
Università di Verona - UniVr	<ul style="list-style-type: none"> - https://www.facebook.com/apreso4research - https://www.instagram.com/apreso4research/ - http://www.carvet.org/ (website of the research Centre CARVET) - https://www.apreso.org/en/ (website of the research group APRESO)
Centro San Viator (CSV)	<ul style="list-style-type: none"> - https://www.facebook.com/san.viator.77 - https://www.instagram.com/sanviatorinternational/
Stichting Clusius College	<ul style="list-style-type: none"> College webpage Institutional newsletter (<i>1200 recipients</i>) Facebook Instagram Tik Tok
Inovinter	<ul style="list-style-type: none"> - www.inovinter.pt - https://www.facebook.com/inovinter.formacao - https://www.instagram.com/inovinter_formacao - https://www.youtube.com/user/inovinterPT - Institutional Newsletter Inovinter
EVTA	<ul style="list-style-type: none"> - EVTA webpage www.evta.eu - Institutional newsletter (<i>459 recipients</i>) - https://www.facebook.com/evtaEU/ - https://www.instagram.com/evtaeu/ - https://www.youtube.com/channel/UCWYtuTAI36Yce0cjBth4AsA - https://www.linkedin.com/company/evtaeu - https://twitter.com/evtaeu



Perrotis College	https://www.perrotiscollege.edu.gr/ Institutional newsletter AFS Fresh (10000 recipients) https://www.facebook.com/search/top?q=perrotis%20college https://www.facebook.com/EuropeDirectCentralMacedonia https://www.facebook.com/AmericanFarmSchool.Greece
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Tools and activities to achieve the objectives

Communication Tools

Project's Visual Identity

The Visual Identity of the project is expressed and defined via a set of elements combined and consisting of the logo, a palette of colors, possibly a motto /phrase (*reflecting the key messages*), the size and letter type of the written texts, the impression and the style of the graphics to be used.

The Visual identity will indicate the project in a smart, media friendly, simple, powerful way, which will also be compatible with the aim of the project.

It will be used and applied in all project's deliverables, communication tools and products, such as the website, the leaflets, the banners, the social media pages, the documents, the e- mails, etc.

The visual identity will be developed by the external expert that the lead partner of the WP5 will hire for the development of the webpage and the social media channels and in accordance to the instructions given by the partnership.

The image of the logo (graphic or picture) will use and include elements that indicate critical thinking, media literacy and the learning possession, linking to the key messages of the project.

The visual identity will reflect the principles of sustainability and applied in all products and media of the project such as the website, the social media pages, the roll ups and the brochures.

Responsible partner: Perrotis College

Target Groups: All target groups of the project

Target areas: Italy, Netherlands, Spain, Greece, Portugal, Belgium

Project's website design, development and management

A modern, user friendly and informative website will be developed. It will contain the core elements of NERDVET project, such as the objectives, the partners, the activities, the outputs.

Moreover, the website will host the project's educational toolkit and provide a section that all outputs of the project can be accessible and even downloadable by the beneficiaries.

The website will give the possibility of a direct contact from interested VET providers, trainers and stakeholders with the project partners

The website will include also a news section informing on the activities and news of the project. A monitoring system will allow access to data and statistical info related to the use of the website (e.g. number of downloads; number of views for videos and seminars, etc.).

It will be developed in 6 languages: English, Italian, Dutch, Greek, Portuguese and Spanish.

Responsible partner: Perrotis College

Target Groups: All target groups of the project with contribution of all partners

Target areas: Italy, Netherlands, Spain, Greece, Portugal, Belgium



Objectively verifiable indicators of achievement: Development of the Project website, all six languages running pages number of visitors, number of downloads of project results, other data derived via the use of google analytics about the page

Social Media Campaign

Pages and accounts in two social media, Facebook and Instagram, will be initiated for the project to raise awareness on the project's goals. The WP5 team agreed on exploiting LinkedIn organizations' pages/personal accounts when useful (already running) for dissemination purposes, but not creating a tailored NERDVET page, while a dedicated YouTube channel is to be opened.

The Communication Campaign will be developed by the partnership according to the plan proposed by and under the coordination and the monitoring of the leader of the working package, the Perrotis College. The campaign will include posts, news, articles, actions and of course information and promotion of the project's progress and results.

The Campaign Plan will include a calendar of proposed publications and details on the frequency and the kind of the posts, the audience and the messages, the responsible persons to use the social media accounts and all the activity. The Campaign plan and partners' guidelines will be developed by the WP5 leader and approved with the communication team.

Responsible partner: Perrotis College with contribution of all partners

Target Groups: All target groups of the project

Target areas: Italy, Netherlands, Spain, Greece, Portugal, Belgium

Objectively verifiable indicators of achievement: NERVET accounts on two social media (Facebook and Instagram,), No. of views of posts, No. of reactions to posts in the project social media (e.g. like, shares, comments, and more statistical data derived from the social media accounts), engagement rates, number of sharing in LinkedIn and You Tube views.



Design of the Dissemination material

NERDVET foresees the development of leaflets and roll-ups. The leaflets will be designed according to the visual identity and will include the basic information of the project, such as the goals, the partners, the expected outcome and the communication channels for more detailed information.

The banners will also be designed according to visual identity and include basic information.

In all material the official Erasmus+ disclaimer and project logo and the logos of the partners will be included.

Responsible partner: Perrotis College

Target Groups: All target groups of the project

Target areas: Italy, Netherlands, Spain, Greece, Portugal, Belgium

Objectively verifiable indicators of achievement: Designs of the Brochure and Banner (e- files)

Production of dissemination material

All partners will produce the foreseen dissemination materials using the unique design prepared by Perrotis. The partners will distribute the dissemination material to stakeholders of the foreseen events.

Responsible partner: For editing and printing: Perrotis College; for translations and distribution: all partners

Target Groups: All target groups of the project



Target areas: Italy, Netherlands, Spain, Greece, Portugal, Belgium

Objectively verifiable indicators of achievement: Dissemination material produced and displayed, photos from the project partners' events and places that the material is used.

Communication Activities

Local Dissemination Events

The partnership will organize a series of events, workshops and meetings to disseminate the project. The agenda, length and methodology of the event to organize will differ according to the target group to which that event will be directed to.

The dissemination events will include meetings, workshops or focus groups and presentations.

The events will be advertised at national level to attract participants using the partners' communication channels, while the NERDVET media will be used to commonly attract and inform target groups in English only.

After the event, photos and a descriptive text will be prepared and uploaded on project's website and social media pages.

All partners will inform and send all the relevant material of the dissemination events to the project Coordinator and the WP5 lead partner at least 2 weeks before the event and as soon as they have all the information available.

Indicative information on the dissemination events

Greece - Perrotis College will organize an event at in October 2022 at the Aliko Perrotis Conference Center for a 100 participants. All VET teachers and students of the organization will be invited, as well as representatives of the secondary education directorate of the Ministry of Education,



Cedefop, school advisors, etc. The event will also be broadcasted via the Facebook pages and YouTube channels of Perrotis College and the American Farm School and is expected to reach at least 150 viewers. The event will have a duration of 1.5 hours and its agenda will include the presentation of the project and the NERDVET toolkit, website and results, videos and an open discussion. The event will be registered on the European Vocational Training Week portal.

Italy - ENAIP NET will organize from October to November 2022 a series of workshops (or webinars) addressed to internal and external VET staff + other relevant stakeholders to present the NERDVET toolkit and involve them in its promotion/the chance to implement critical thinking and media literacy during their classes through the project methodology OR one big event, possibly during the JOB & Orienta Fair - edition 2022, the biggest national fair about education in Italy. Some focused meetings with selected policy makers to propose them the introduction of critical thinking skills as explicit learning outcomes within VET curricula/regional competence standards (following the recommendations for policy makers

– WP4 – scheduled in October 2022).

Portugal – Inovinter will organize an event to be included in a cycle of pedagogical days aimed at VET teachers, which will take place in November 2022. For this particular event, in addition to the teachers, will also be invited students, representatives of the national agency for vocational qualification and education and the other stakeholders, with 80 participants expected. The event will also be broadcasted in the social media, through which it is expected to reach 4700 viewers. The event will have the purpose of presenting the NERDVET toolkit, through the testimonies of teachers and students involved in the pilot phase and also through the presentation of the projects website.

Italy – University of Verona will organize an online event (the date to be decided) for VET teachers and VET directors, as well as representatives of the secondary education directorate of the Ministry of Education and school advisors (between 50-70 participants minimum). The event will also be recorded and published online in Website pages and on Facebook page. The event will last 1.5 hours and its agenda will include the presentation of the project and the NERDVET toolkit, website and results, videos and an open discussion.



The Netherlands - Clusius College will organize an online event, the social sorting experiment. Digital data is a powerful entity and grows bigger and bigger with every click, like and swipe you make. With every online action you leave a trail, which in combination with psychological insights results in an extremely accurate digital caricature. Just 70 likes are enough to learn more about how you behave than your friends! And just 300 likes are enough to get to know you better than your own partner! This all sounds very intimidating, but this is where The Social Sorting Experiment comes into play. The Social Sorting Experiment uses the digital trail you leave during the experience to get to know yourself so well that you can no longer be manipulated. In this absurd experience you will end up on the digital “Grid of Life” where you will meet, observe and assess your fellow participants. You will discover the mysterious algorithmic rituals under the hood of social media as your data is collected and revealed in various ways. How much has your behavior on social media conveyed to your 'real' encounters? It's time to find out. Talk, judge and be judged, build your network and who knows, you might leave forever with your new best friend.

Spain – Centro San Viator will organize a multiplier event that will last a morning during fall 2021 if conditions are optimal to do so in a physical meeting. The people involved will be stakeholders that can implement the results from this project in their own educational center or similar. Centro San Viator will also organize an internal meeting during winter 2021 to make sure the entire staff center knows about the project and the update.

Responsible partners: All partners except from EVTA and University of Verona

Target Groups: All target groups of the project

Target areas: Italy, Netherlands, Spain, Greece, Portugal

Objectively verifiable indicators of achievement: a) Participants lists /invitations/ e-mails supporting the communication with at least 10 policy makers per country, 30 VET representatives (teachers or other VET staff), 10 relevant stakeholders (parents associations, youth workers, teaching staff from other schools (non VET)), b) press releases about the events, c) photos, d) short videos

Final Multiplier Event



The final transnational multiplier event will take place in Brussels in November 2022 with the aim to mainstream the project results also at European level. The event will last 2 hours. Invitations will be sent to all relevant stakeholders and project partners seeking to engage

potential stakeholders interested in exploiting project outcomes and replicating the training, or further adapting it to their needs.

Responsible partner: EVTA

Target Groups: All target groups of the project

Target areas: Belgium/Europe

Objectively verifiable indicators of achievement: At least 50 people to participate, the participant list, photos, video, PPTs, publications on newsletters /any channel and press releases (if any).

Resources

Human Resources

Perrotis College will be responsible for the management of the overall communication and dissemination of the project. An expert communication agency will be selected by Perrotis, the leader of WP5, in order to develop the visual identity of the project, design the website and the social media pages and to coordinate the communication campaign. All partners will provide data and assistance for the development of the material and delivery of the WP5 outputs in the six languages of the project. For this reason all partners appointed a communication manager to form a team, in order to design and reassure the successful implementation of the Communication Strategy of the project.

NERDVET Communication team

Katerina Roumelioti - Perrotis College
Francesca Danda- ENAIP NET



Silvia Belotto - ENAIP NET

Francesco Tommasi- Università di Verona, UniVr

Begoña Inchaurrega - Centro San Viator (CSV)

Clara Bovenberg - Stichting Clusius College

Ryanne Sandstra - Stichting Clusius College

Andreia Dias - Inovinter

Angeliki Psychogiou – European Vocational Training Association

The Communication Team will meet periodically to overview the implementation of the Communication Strategy, decide on the newsfeed of the website and the social media campaign, make adaptations if necessary and be informed about the development of the project (news, events and outcomes that need to be disseminated).

Financial Resources

The total budget of WP5-Project Communication and Dissemination is EUR. The following table presents each partner's budget for communication events and actions (other than staff costs).

Project Partner	Partner Institution	WP5 budget
P1	ENAIP NET IMPRESA SOCIALE SOCIETÀ CONSORTILE Srl	3,000 €
P2	UNIVERSITÀ DEGLI STUDI DI VERONA	0 €
P3	CENTRO SAN VIATOR (CVS)	3,000 €
P4	STICHTING CLUSIUS COLLEGE	3,000 €
P5	INOVINTER	3,000 €



P6	ASSOCIATION EUROPEENNE POUR LA FORMATION PROFESSIONNELLE	8,000 €
P7	PERROTIS COLLEGE	12,000 €

Timeline of the Communication Strategy

Activity	Partners							Start date	End date
	P1	P2	P3	P4	P5	P6	P7		
5.1.1 Development of the Communication Strategy							x	01-04-2021	16-07-2021
5.1.1. Adoption of the Communication Strategy	x	x	x	x	x	x	x	22-07-2021	
5.1.2 Project visual identity defined	x	x	x	x	x	x	x	31-08-2021	
5.1.2 Project visual identity implementation /logo creation							x	10-09-2021	
5.2.1 Website creation (English version)							x	22-07-2021	30-09-2021



5.2.2 Website translation in all project languages	x	x	x	x	x	x	x	1-09-2021	15-10-2021
5.2.1 Website creation and running in all 6 partners' languages	x	x	x	x	x	x	x	15-10-2021	10-11-2021
5.2.2 Social Media creation							x	22-07-2021	15-10-2021
5.2.2 Social Media Campaign development	x	x	x	x	x	x	x	22-07-2021	15-10-2021
5.2.2 Social Media Campaign implementation	x	x	x	x	x	x	x	15-10-2021	14-01-2023
5.3 Dissemination material – design and format (leaflet and roll ups)							x	22-07-2021	30-09-2021
5.3 Dissemination material - translations	x	x	x	x	x	x	x	1-08-2021	31-10-2021
5.3 Dissemination material - production							x	1-11-2021	15-06-2022

5.4.2 Organization of Local Dissemination Events	x		x	x	x		x	01-07-2022	30-11-2022
5.4.1 Final Transnational Multiplier Event						x		12-2022	
5.5 Exploitation and Sustainability Strategy	x	x	x	x	x	x	x	1-10-2022	14-01-2023

Monitoring and Reporting

The effectiveness of a good dissemination activity relies also on the accuracy and punctuality of the reporting: using quantitative and qualitative indicators and the reporting tools offered both by the E+ Programme itself and by the project we will obtain a periodically updated image of the spread and dissemination of our project.

In this sense, **Monitoring and Reporting tools will be prepared and delivered to all partners**, in order to collect periodically the data about dissemination and impact (i.e.: number of communication actions, number of people reached, number of visualizations on social media, etc.)

The following indicative table (to be regularly updated during the project lifecycle), could be an example of the indicators to be used and could be filled in on monthly basis by all partners.

Indicator	Quantitative	Qualitative
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Website	Number of posts Statistical data of google analytics related to views, downloads etc Visitors data	Comments Questions
Social Media	Number of likes and followers Number of comments and shares Number of people reached	Posts with most likes and shares or comments Places or organizations reached
Organization of Local Dissemination Events & Final Transnational Multiplier Event	Number of events or meetings or actions Number of guests and visitors or attendants Number of media that covered the events Number of publications that covered the event or the activity (including press releases if any) Number of press releases and contacts with media Number of people/organizations reached	Type of events and participants Type of organizations and people reached

