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GREENER GREEN

A12 Develop dissemination and explotation plan

May 2022

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GREENER GREEN

Project name	GREENER GREEN	
Project ID	Erasmus+ KA220-SCH-4FF8CAF1	
Work Package	GREENER GREEN - DISSEMINATION STRATEGY	
Duration	02/2022 – 01/2024	
Organizations	FAPEL	Charles KRIM President & Project Coordinator

Project number
KA220-SCH-4FF8CAF1

Funding programme
ERASMUS+ Key Action 2
Strategic Partnership for Adult education

IO1/A1 Dissemination Strategy

April 2022

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DISSEMINATION STRATEGY

Project TITLE	GREENER GREEN
Project acronym	GREENER SCHOOL
Funding program	Funding program: ERASMUS+ Key Action 2 Strategic Partnership for Adult education.
Project reference number	2020-1-LU01-KA226-SCH-078053
Lead Partner	F A P E L
Project START date	February 2022
Project duration	24 Months
Work Package	Dissemination Strategy
Author	Charles KRIM (FAPEL)
Date	April 2022

LEXICON

GG	GREENER GREEN
OVC	Online Video Conference
SN	Social Network
LLL	LifeLong Learning
LTT	Learning Teaching Training
TT	Train the Trainer
TPM	Transnational Project Management
PMI	Project Management Implementation
BRI	Blue Room Innovation
PSV	Primary School of Vareia
ESV	European School of Varese
ULG	University of Liège (ULiège)
GGTEP	Greener Green Training & E-learning Program
GGDAT	Greener Green Digital Assessment Tool
EC	European Commission

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1. INTRODUCTION

The European Commission has launched a new communication manual and encourages the partners to use it as a basis for disseminating the results on a large scale, as well as, to the project stakeholders.

Greener Green will try to draw inspiration from this guide in order to deliver an up-to-date communication strategy that respects the guidelines issued by the European Commission

One of the terms that struck the most, Greener Green Consortium, in the EC report was: SHARING IS CARING!

Sharing is a clear sign of openness, positive disclosure and trust towards anyone who receives the information with the hope of making good use of it.

Greener Green carries a strong message to pupils & future generations. Our project seeks to instill in the new generation an awareness of tomorrow's challenges and their power to control and direct their fates through new perspectives and responsible vision & acts.

🗁 Extracts from the European Commission communication guide (Start)!

Communication is… a two-way process of sharing information and exchanging ideas, data and messages,

- through appropriate channels
- to reach identified target audiences

It is important because… it enables people to connect, explain and share emotions with others it is the lifeblood of a project that needs to be known and promoted Communicating your project will: enable you to engage with your stakeholders show the impact of your project and its results on society expand your network for future collaborations support the dissemination of your project's results raise citizens' awareness of how the EU budget is spent show the success of European Programmes You can make it happen by thinking of your project as… a journey to embark on a story to tell a memory to sharepean plan adapted to Erasmus+ project and Greener Green

Dissemination plan will try!

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- data and messages
- through appropriate channels
- to reach identified target audiences

Dissemination is important because…

- it enables people to connect, explain and share emotions with others
- it is the lifeblood of a project that needs to be known and promoted

Communicating your project will:

- enable you to engage with your stakeholders
- show the impact of your project and its results on society
- expand your network for future collaborations
- support the dissemination of your project's results
- raise citizens' awareness of how the EU budget is spent
- show the success of European Programmes

You can make it happen by thinking of your project as…

- a journey to embark on
- a story to tell
- a memory to share.

🗀 Extracts from the Commission communication guide (END)!

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DISSEMINATION STRATEGY

2. Milestones of a Communication Strategy

We are living a fast-paced era!
Needs & consumption modes puts at evil the resources of our earth.
The footprint we are leaving weighs on the future of our children and future generations!
(Taken out of Methodology but it is worth being repeated !)

2.1 Communication Objectives

The promotion of green lifestyle habits among primary school-aged youth is increasingly seen as a public health issue, particularly in light of the alarming international increase of health diseases in recent decades.
Global warming, floods, pollution, extreme weather conditions, melting of the icebergs, rising of the sea levels, are important factors to measure the impact of climate change and should lead us to a rapid rectification with serious and concrete measures of rectification.
The project adopts a positive approach by raising the stake of GG concept. We aim to rectify habits that have already clearly demonstrated their harmfulness
The findings of recent studies on the effectiveness of a green lifestyle measures support the implementation of a comprehensive school-based green concept to improve the

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habits of young people. Such an approach echoes the recommendations of international green organizations.

GREEN Dissemination should obey to a replicability rule, in order to, better understand what is feasible and what would be effective in various contexts.

The project's Consortium will look into understanding what can promote or hinder the dissemination and adoption of a Greener school concept. Conducted studies have to involve key stakeholders involved in the deployment of a greener perspective. Greener Green should inspire a conceptual framework related to social innovations.

GREEN dissemination would look into measuring the degree of knowledge and the green awareness in schools. It will identify the key parameters that promote or hinder its dissemination and adoption and evaluate the current use of resources and processes in place to promote awareness.

2.2 TARGET AUDIENCES

The project aims a global challenge by installing the values of a greener world.

Main targets are,

- Pupils of primary schools (6-12years old),
- Teachers,
- Families and local community

Greener Green dissemination will address a large audience would be active on a large scale.

The target groups must include all the stakeholders in the green field without any differentiation
It would be a matter of establishing a concept that could hopefully lead to a way of life. In order to achieve this, we have to integrate all actors to reach together the objectives.

Greener Green has made the choice of youth and future generations.
The moral of numerous experiments, conducted throughout the world, was well assimilated. Huge budgets allocated to social experiments have met with insignificant

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results with the conclusion that a well-placed investment, whether human or material, must be targeted at youth and future generations.

Greener Green should rely on serious stakeholders able to help the project to implement the green concept on schools and to disseminate good practices.

The consortium will diversify its methods of dissemination, the partners will use multiple channels of information propagation in order to reach a wide audience to carry our message.

Our credibility and the clarity of our message are the safeguards of the concept we are willing to implement. Our credibility and the consistency of our message are the safeguards of the concept we are striving to implement.

Sharing is caring will have to meet its full meaning in the dissemination stages. Reaching out, convincing and inspiring are the keywords of our green programme.

RANKING OF GREENER GREEN STAKEHOLDERS

1st – Schools

2nd – Pupils

3rd – Teachers

4th – Parents

5th – Ministry of education

6th – City educational & social administrations

7th – Education stakeholders

8th – Training centers

9th – Policy makers

10th – NGOs

Involvement of associate partners
In order to maximize the project's outreach dissemination plan will have to act on a,

- Local level

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- Regional level
- National level
- European level

2.3 Key Messages

Greener Green will carry environmental & Climate awareness establishing a set of "green school" requirements, evaluation criteria and prescriptive solutions.

Greener Green expected results are on a multi-dimensional level through an active intervention in European schools with a measurable impact, in order to, guarantee long term results.

2.4 Activities & Channels

PR1 (O1): Greener Green training program (e-learning)

- FAPEL is the leader of Dissemination and exploitation activities
- Each partner will produce a national report,

2.4.1 1st Dissemination Activities & Channels (M1-M6)

Preparation and research step in order to develop,

- Tools for Dissemination plan
- Logo
- Leaflet for online and printable purposes
- Communication template (Word & PPT) for project's communication
- Branding & visual identity
- Dissemination activities
- Methodology for identifying competences and digital skills for the "green" teacher and best practices for a green school
- Methodology of Research Design (by ULG)
- Desk research/ Online Surveys/ Focus Groups (by all partners)
- Online Surveys models (by ULG)
- National reports (all partners)
- Synthesis report (by ULG)

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2.4.2 2nd Dissemination Activities & Channels (M7-M23).

During this stage the consortium will deliver semestrial and interim progress reports of the Implementation,

- Dissemination report
- Exploitation report
- Workshops (all partners)
- LTT (all partners)
- Newsletters
- Get traffic to Social Network thew planned posting calendar (all partners)
- Update of the exploitation strategy
- FAPEL will monitor the dissemination activities throughout the project
- FAPEL will deliver the Dissemination semester report
- FAPEL will draft, a Dissemination Strategy that partners will have to follow throughout
- FAPEL will monitor throughout the project
- FAPEL will gather and check proofs for impact and efficiency.

2.4.3 3rd Dissemination activities & Channels (<M23)

Final Reports need to be handed out to the project coordinator (BRI) , at the latest, on month 23!

- Final Dissemination activities report
- Multiplier events

FAPEL in Luxembourg,
Luxembourg's national federation for parents' associations will,

- Install research for a new, contemporary open resources
- Disperse the green results and principles of the project
- Will disseminate positive results to country's primary schools, pupils and their families.
- FAPEL will deliver final Dissemination report

ULG from Belgium,
Belgian Climatology division of Liège's University!

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The project will rely on their expertise and knowledge about climate change!
ULG will disseminate the project's outcomes to,

- General public, starting from the early age of 6 years old students
- Parents

Greener Green is a programme that is wired for technology
A European community convinced by a greener world and who practices what it preaches

2.5 Communication Performance indicators

6 multiplier events are scheduled.
These MEs will be implemented by BRI, IDEC, FAPEL, EPV, Bell-lloc and SEOV.

Indicators: Elaboration of a project plan

- (M24) Development of a project dissemination strategy
- (M1-M2) 2 Reports about dissemination activities
- (M12, M24) 2 partner meetings
- (M1, M24) 1 Training activity
- (M15) with 17 participants Active collaboration between partners

Active involvement and motivation of associated partners and other stakeholders
Impact of the project on partners' staff, organizations and capacity building

Dissemination indicators:

- Delivery of 3 webinars with 20 participating teachers each (60 teachers total)
- Stakeholders database: 200 contacts per partner (total 1400)
- 1000 visits to the project website
- 5 newsletters with 1400 recipients (total 7.000)
- 4 presentations per partner in workshops/meetings (total 28)
- Facebook account = 500 Followers with 2 posts per month
- Multiplier events = 180 participants

Multiplier events Activities Indicators:

- 20 surveys per partner (140 filled surveys in total)

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- 1 Focus Group with 5 teachers per partner (35 teachers)
- 1 Focus Group with 5 pupils + 5 parents per partner (70 participants)
- 5 Best practices per partner (35 best practices)

Quantitative indicators:

- Nb. of registered users in the e-learning training and the assessment tool
- Nb. of new schools which decide to implement project results
- Nb. of new collaborations created as a consequence of the project

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Communication guidelines for Erasmus+ projects, by the European Commission

Plan your #CommsJourney

9 **Check** your Programme Guide and calls for proposals
10 **Develop** your communication strategy
12 **Write** your communication plan

Visualise your project

15 **Create** your visual identity
17 **Display** the EU emblem

Write your project stories

21 **Tell** others about your project from day one!
23 **Think** digital

Share your project results

31 **Sharing** is caring
32 **Use** websites
33 **Share** your results on the Project Results Platform
33 **Identify** your social media channels
34 **Reach out** to the media
34 **Share** your results at events

Evaluate your experience

40 **Choose** your indicators
41 **Carry out** your evaluation

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3. DISSEMINATION GUIDELINES

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3.1 PLAN DISSEMINATION ACTIVITIES

Greener Green consortium should take advantage of each partners' meeting, each work session, each gathering opportunity, to give rise to active means of communication & dissemination both internally and externally.

This policy will be applied to all meetings, including the following events:

- Transnational Project Meetings
- Multiplier events
- Learning-Teaching-Training
- Webinars
- Workshops
- …

TPM x 2 - Transnational Project Meeting

- TPM 1 - Girona by Blue Room Innovation
  (M1) Kick-Off meeting by BRI
- TPM 2 - Luxembourg by FAPEL
  Set on (M23) but it would be too late for a TPM! Consortium will look into bringing the TPM to
  (M14) to discuss project status and to steer the project next steps

LTT x 1 - Learning, Teaching & Training

- LTT at Liège by ULG (Pilot test and evaluation of the projects' results)

How to use the training program and the Assessment Tool
with the participation of,

- 2 teachers/trainers per partner organization
- (14 participants in total).

3.1.1 3 x Webinars

Focusing on the project results, their application and project awareness

- 3 x webinars
  with 20 participants per country!
  (60 teachers in total)

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3.1.2 4 x WS - Workshops with local teachers (Piloting PR)

- 4 x Workshops per partner
  (Total of 28 Workshops)
- 10 x participants per partner!
  (70 teachers in total)

3.2 VISUALISE

3.2.1 VISUAL IDENTITY

3.2.1.1 Logo

BRI will develop the project's logo and leaflets.

The logo should reflect the meaning, context and purpose of the project. It must be eye-catching without being provocative or offensive.

3.2.1.2 Leaflets & Press release

All project's communication should include the project's logo in a subtle way carrying our Green message out to stakeholders & all targeted audience.

All project's communication should bear Erasmus+ logo, as well as, the co-funded terms.

All communications must display the disclaimer which releases Erasmus+ and the National Agencies responsibilities.

It is recommended not to mix the project-specific displays (Logos, terms, messages) with the Erasmus+ legal terms.

It is important to respect a certain distance when displaying both Logos, terms, …

Press releases are an important part of the dissemination plan and all undertaken publications would be shared on Greener Green's platform, social media & Newsletters.

3.2.2 Greener Green Platform/Website

- Stakeholders database: 200 contacts per partner
- 1000 visits to the project website

BRI will look into including Facebook Front Page in the Project's Website/ Platform

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3.2.3 Social Media

- Dedicated accounts for the Greener Green in Facebook and Instagram.
- Presentations to associated partners and stakeholders.
- Articles in digital and printed Media that are relevant to the project's results and their aspects.
- An article in School Education Gateway.
    - Creation
    - Animation & Coordination by partners
    - 500 Followers in Facebook
    - 2 posts per month following the posting calendar provided by FAPEL

3.3 WRITE

3.3.1 5 x BP - Best Practices

- Reporting of 5 best practices per partner
- (Total of 35 best practices)
BRI will collect the best practices from each partner and they will list down best practices to be published in the project's Newsletter

3.3.2 1 x OS - Online Surveys

- Desk research to set an online Survey
- Online Questionnaire by ULG

One Online Survey will take place and partners need to collect 20 replies with an overall number of 140 answers for the whole consortium.

ULG worked out a fine questionary that partners will have to address to a national targeted audience. The survey will clarify the audience expectation for Green schools. This survey would also provide clues about best ways to implement the concept and best indicators for follow-up on schools' green topic.

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3.3.3 Reports

- Dissemination Reports
- Dissemination semester report
- Final Dissemination Synthesis Report

the list of tasks listed above would be sent to project stakeholders within 7 days of their upload to the Nir-Vana tool.

It is important to allow stakeholders to follow the project's progress so that they first buy into the project's message and secondly are convinced by the results that the project delivers and that they will have the opportunity to adopt when researching for further adaptations to the country's green pathway.

Partners reports would have to consider the following elements!

- ✓ Target audience
- ✓ Stage of the project
- ✓ Content of the communication
- ✓ Context of the communication
- ✓ The level of success and the evaluation of the impact of dissemination campaigns would be justified by,
- ✓ Recorded satisfaction from the campaigns
- ✓ Impact on the target audience
- ✓ Support generated for the next stage of the project
- ✓ effective feedback
- ✓ raising awareness of the project
- ✓ development of the database

3.4 Share results

3.4.1 Emails

- Dissemination Reports
- Dissemination semester report
- Final Dissemination Synthesis Report

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3.4.2 Newsletters x 5

- 5 x Newsletters editions
  1400 recipients
  (Total of 7.000)

3.4.3 Multiplier events x 6

180 participants in the project's multiplier events Activities Indicators. To be hosted by,

- Blue Room
- IDEC
- FAPEL
- Primary School of Vareia
- Bell-lloc
- European School of Varese

3.4.4 E1 The Greener Green Event - Girona - 30 participants

To be hosted by, BLUE ROOM INNOVATION

3.4.5 E2 The Greener Green Event - Piraeus - 30 participants

To be hosted by, **IDEC**

3.4.6 E3 The Greener Green Event - Luxembourg – 30 participants

To be hosted by, **FAPEL**

3.4.7 E4 The Greener Green Event - Vareia (Lesvos) 30 participants

To be hosted by, **PRIMARY SCHOOL OF VAREIA**

3.4.8 E5 The Greener Green School Event – Girona - 30 participants

To be hosted by, **BELL-LLOC**

3.4.9 E6 The Greener Green Event - Varese - 30 participants Project

To be hosted by, **SCHOLA EUROPAEA OF VARESE**

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3.5 EVALUATE

Evaluation of the project and its results will be done in several stages and will support the development of the program.
A properly applied evaluation will allow for a high degree of reactivity and to act on the development of the project in order to push positive results to their utmost and to respect the guidelines drawn by the project's consortium.

Results of Focus Groups would be reviewed by peers & experts.

Qualitative & Quantitative results will be constantly measured & monitored by the consortium.
the consortium would have to steer the tasks' execution according to the project's requirements. Feedback & Peers review, will enable partners to stick to the programme's guidelines, and to, deliver the finest results.

Stakeholders need to feel the consortium's imprint on the various stages of the project but also to be confident that the results obtained are insightful.

Results in hand must give the assurance that they have benefited from a close follow-up according to processes' indicators.

A convinced stakeholder is a significant support to the project and to the undertaken steps.

Key elements for an efficient evaluation,

- Respect of project's requirement
- Adapted measurement tools
- Experts & Peer review
- Close monitoring of the activities
- A proper communication of positive results

There are three key moments for evaluation:

- (M 0)
  Before your activity starts - when choosing your indicators in the communication plan

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- During your activity - while monitoring your performance (M 12)
- After your activity – when your communication has taken place (M-24)

EC Indicators,

1- Project's number of participants,

Who joined your event both online and in-person f2f atendancy.

2- Number of people,

who liked or commented on the related posts social media or followed the livestream

3- Number of unique visits,

The consortium has to analyze this third category and to define (wen possible) the reason why these visitors did not adhere to the programme. Partners hace to look into ways to transform a unique visitor into an active and permanent user.

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GREENER GREEN

Project name	GREENER GREEN	
Project ID	KA220-SCH-4FF8CAF1	
Work Package	GG EVALUTION of DISSEMINATION	
Duration	01/ 02/ 2022 - 31/ 01/ 2024	
Organization & Name & Position	F A P E L	Charles KRIM - President

What gets measured, gets improved

PARTNER	Grenner Green EVALUTION of DISSEMINATION			
PERIOD	Project's START	01/02/2022	Project's END	31/01/2024

Grener Green Dissemination Evaluation

	Platform	Contacts	Social Media	Teachers	Newsletters	Online Survey
OBJECTIVES 1	Objectives: Nbr Visitors	Objectives: 200/ Partner	Objectives: Nbr Followers	Objectives: Nbr Teachers	Objectives: 5x1400 recipients	Objectives: 20/ Partner
	1000	70	500	70	7000	140
START 1	Objectives: Nbr Visitors	Objectives: 200/ Partner	Objectives: Nbr Followers	Objectives: Nbr Teachers	Objectives: 5x1400 recipients	Objectives: 20/ Partner
MID-TERM 2	Mid-term Evaluation	Mid-term Evaluation	Mid-term Evaluation	Mid-term Evaluation	Mid-term Evaluation	Mid-term Evaluation
FIANL RESULTS 3	Final Evaluation	Final Evaluation	Final Evaluation	Final Evaluation	Final Evaluation	Final Evaluation

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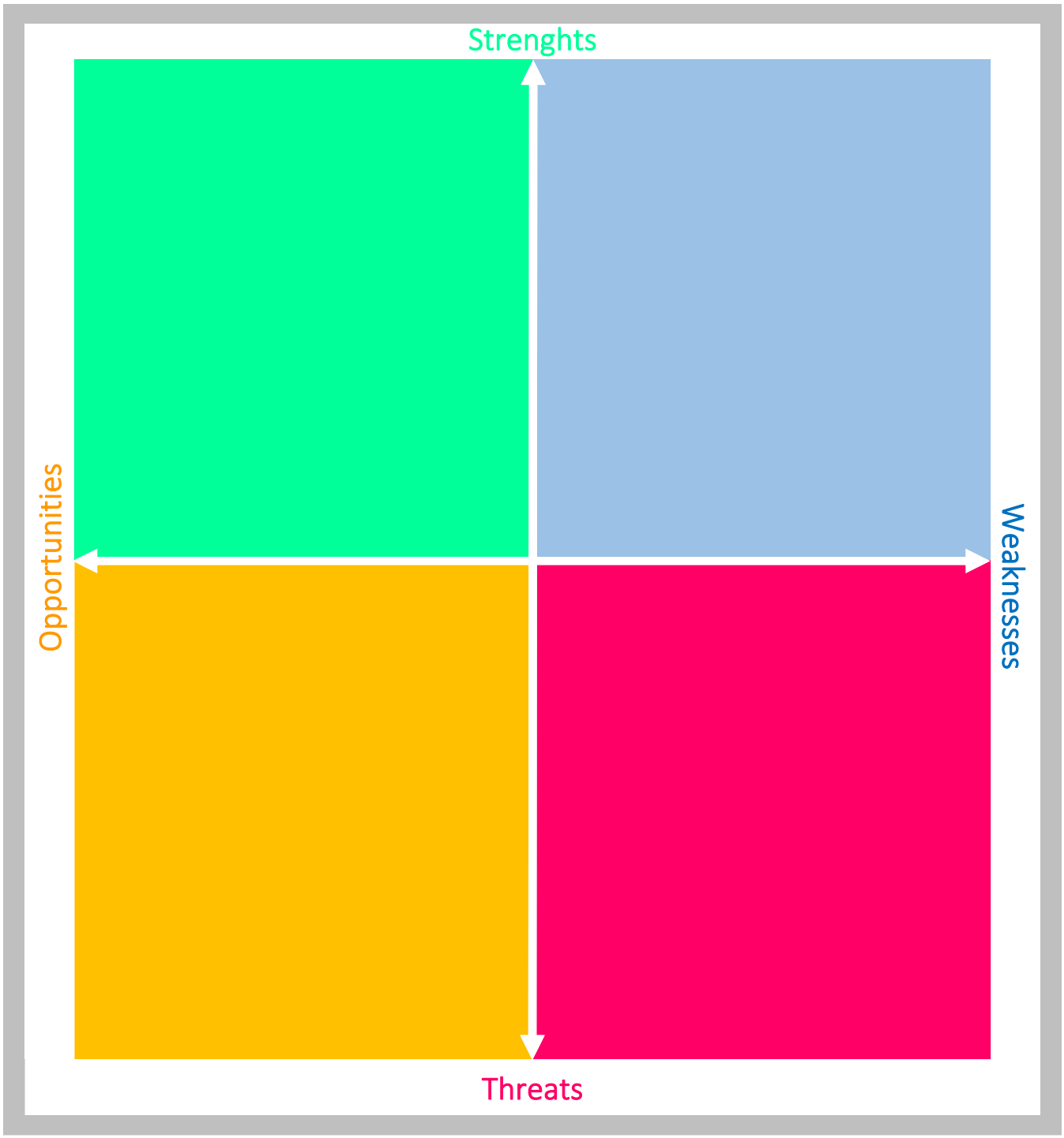

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DISSEMINATION STRATEGY

3.5.1 Posting Calendar - 2 weeks of posting per partner!

GREENER GREEN / BLUE ROOM INNOVATION, IDEC, FAPEL, ULG, PRIMARY SCHOOL OF VAREIA, BELL-LLOC, SCHOLA EUROPAEA / KA220-SCH-4FF8CAF1 Page 1 sur 1

Erasmus+

Project name	GREENER GREEN	
Project ID	KA220-SCH-4FF8CAF1	
Task	DISSEMNINATION ACTIVITIES	
Years	2022 - 2024	
Name & Position	Charles KRIM	President
Organisation	FAPEL	

Social network - Posting calendar

lundi 28 février 2022

YEAR	2022				2022				2022					2022				2022				2022				2022				2022				2022				2022				2022				2022			
Month	janvier				février				mars					avril				mai				juin				juillet				août				septembre				octobre				novembre				décembre			
Weeks Number	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52
POSTING WEEK																																																				
BLUE ROOM INNOVATION																																																				
IDEC																																																				
FAPEL																																																				
ULG																																																				
Primary School of Vareia																																																				
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Schola Europaea di Varese																																																				

Topics based on Gantt chart	Dissemi. Topics				Dissemi. Topics				Dissemi. Topics				Dissemi. Topics				Dissemi. Topics				Dissemi. Topics				Dissemi. Topics				Dissemi. Topics				Dissemi. Topics				Dissemi. Topics				Dissemi. Topics				Dissemi. Topics			
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GREENER GREEN

4. WHAT / WHY / WHEN / WHERE / WHO

The project's innovations must be given special attention at the level of dissemination, and this is true for the results, as well as, for the project's technical innovations.
The consortium will therefore pay particular attention to communicate local schools' events and to highlight the results and progresses that have been registered by the green teams.

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GREENER GREEN

4.1 WHAT? INNOVATION, Greener Schools' Concept!

GREENER SCHOOLS concept, is an innovation that we intend to install in schools.

The concept deals with the topic of Green education and the way to translate the approach into an educational program that will appeal to teachers of primary cycles and especially integrate children from 06 to 12 years in the process that will be installed on the schools.

School benefits of installing Greener concept?

- a rejuvenation of the school's image
- a school that is aware of green issues
- a school that listens to its students and their current desires
- a green label for the school
- recognition of efforts made for nature
- School looking for the Well-Being of its pupils

4.2 WHERE? INNOVATION, Greener Schools' Concept!

Schools are THE place!

We are looking into implementing the Green concept into schools.

Studies show that Billions had been spent over innovation projects without any significant results when not targeting youth.

Education is the highway to reach major changes to daily habits and to give awareness about new topics that we intend to establish as new social & citizenship parameters.

Digital teaching is a brand-new approach! Teachers need to become familiar with and learn to master. EOOTB will make sure to present a friendly user layout with a flexible configuration easy to use.

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4.3 WHEN? INNOVATION, Greener Schools' Concept!

it is undeniable that the need for concrete action would be for today before tomorrow.

All the lights and indicators of climate experts are in the red and encourage us to take radical and direct action.

Therefore, we will launch the installation on schools as soon as the online survey is completed and the Focus Groups have delivered their conclusions on the subject.

4.4 WHY? INNOVATION, Greener Schools' Concept!

Up to this day, there isn't any digital tool that addresses the topic of GREEN in schools!

The Greener Green project will remedy this by presenting an online learning program, as well as, a green concept on schools will be installed with the project accompanying the actual changes on schools and the level of development of the concept.
A periodic survey of the progress recorded on the schools. It will assign a number of points or a colored flag (following the GG design of the assessment tool) that would correspond to the level of development of the green status of the school.

4.5 WHO? INNOVATION, Greener Schools' Concept!

The concept will be implemented by the schools' educational team, by teachers and by pupils with the active participation of parents.
Newsletter will have to report schools joining the green concept, Newsletters will show the ranking of greener schools and the consortium will look into possible means to reward schools improving their green position when the assessment tool will grant them a new flag color.
(Or a higher green position, depending on the design of GGDAT).

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Why should EOOTB be attractive to primary schools' teachers? Is EOOTB answering their need?

the sudden shift to digital learning in 2020, with no warning signs, and a fast implementation, has left more than one teacher in need of support to find their way through the Apps & technology jungle.

when teachers dealing with secondary school students had a little more ease in finding a way to connect with their class and provide digital guidance.

Primary school teachers have had to deal with a number of difficulties, not only technical ones, but also the question of platforms adapted to the needs of young pupils has arisen without finding suitable answers.

Teachers had to deal with the means at their disposal while they themselves often lacked sufficient knowledge in the digital domain. Therefore, the EOOTB consortium responds to a growing need, which urges all school staff to update their digital skills.

4.6 WHO? INNOVATION, Greener Schools Concept!

Greener Green project is aiming as core audience,

- SCHOOLS
- Teachers
- School-age children, from 6 to 12 years old
- Parents

4.6.1 Schools

Schools are an essential part in the Greener Concept.

Activities will take place on their premises. They hold the keys to reach teachers, students and parents.

Schools are an essential part in the Greener Concept.

They hold the keys to reach teachers, pupils and parents.

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Therefore, partners would take a big step towards these institutions. A step that will be supported by a press release to schools' directors and education team.

The program would benefit from including school officials in the construction of the concept

How will it work?

The consortium will accurately describe the Greener concept and list the many benefits that schools will enjoy by collaborating on this project.

Required action!

A common text describing the Greener Green Project & Greener concept.
&
Short list of positive impacts to schools taking part in the concept implementation.

This project's description will be used by all partners whenever communication needs require it.

4.6.2 Teachers

Teachers are fond of any concept that would enrich their students' educational experience.

Teachers know it's a global challenge!

Teachers know that children are keen to learn more about climate change!

They are looking for a program

Required action!

Greener Green will deliver to teachers a turnkey training programme with an online community and facilities.
Greener school will deliver a platform with a central data base about climate topics.

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4.6.3 School aged children from 06 to 12

The recent student demonstrations show just how sensitive students are to climate change and the level of pupils' commitment to those global challenges.

Pupils are eager to get the opportunity to be an active player toward a better resources management and effective action to tackle those global challenges.

All what partners have to do is to set the rules to Greener concept in order to benefit full support from pupils.

4.6.4 Parents

Parents are aware of the issues at stake but, like each of us, the constraints of life are such that we find ourselves drawn into the daily grind without the possibility of turning our attention to delicate matters such as a better world.

Required action!

It is up to Greener Green consortium, to overcome the lack of time and to propose to parents a realistic and well supported calendar of actions. Let's accomplish ourselves the steps for the parents in order to incite them to join the collective efforts for schools' Greener concept.

5. PARTNERING WITH EXTERNAL EVENTS

The Greener Green consortium should strive to broaden the spectrum of its partnerships as much as possible.

Not only will partners seek to include as many local and international partners as possible, but they will also seek to establish secondary partnerships to bring an external perspective to the project and benefit from a synergy of expertise to maximize the project's results.

Partners should be alert to any online techniques, friendly sites, or social networks that would support the program's dissemination efforts.

Partners will be sure to involve the project in local events in order to benefit from the reach of these events, some of which have a long local tradition and have the goodwill and trust that would be of great support to our Greener Green project.

The techniques, virtual or face to face, for the dissemination of the positive results of the project are to be considered nationally so that these flows gather in a large source of information to the service of the project's knowledge propagation.

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GREENER GREEN

1. OUTREACH FOR FINAL OUTCOMES

A two-way communication system would be put forward in order to ensure not only an optimal communication of the positive results to the stakeholders, but also, to empower the results of the project thanks to an active feedback from the partners and stakeholders.

2. PARTNERS' DISSEMINATION HOMEWORK

Partners are kindly invited to deliver, within a month of receiving the dissemination strategy.

National report would include,

Which dissemination activities had been conducted on a national level

What are the local dissemination activities that are implemented locally

How positive results are being disseminated on a local, regional and national level

what means of dissemination would be implemented locally

What are the dissemination channels that would be expected for GG's results.

Partners need to monthly report their dissemination activities, including Pictures and videos' links, on the file provided by the Dissemination leader FAPEL.

Please short list in your national report the country's stakeholders & Decision makers.

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GREENER GREEN

3. Annex 1 – Dissemination Activity Report

Template for dissemination activity report

This template should be constantly updated by each partner to keep track of all the activities related to the dissemination of the project.

PARTNER				
PERIOD	START		END	

Activity	Main target group reached	Activity short description	Media Covered	Evidence	Comments (if required)

4. Annex 2 – Posting CALENDAR

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