



COMMUNICATION & PROMOTION PLAN

Community-connected learning in English language school classes

Community & English

Programme	Erasmus+ KA220-SCH - Cooperation partnerships in school education
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Prepared by	Prepared on the basis of the approved application form, by NGO LAG Kochani on behalf of the Transnational Project Team for Communication and Dissemination

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Implementation note: In the application form the terms communication, promotion and dissemination are interlinked within WP4. In this working document, promotion is used as the public-facing dimension of the same WP4 logic.

1. Purpose of the Communication & Promotion Plan

This Communication & Promotion Plan translates Work Package 4 of the approved Erasmus+ KA220-SCH application into a practical working document for the whole partnership. It is designed to support regular, coordinated and visible communication about project activities, intellectual outputs, events and results throughout the lifetime of the project.

The Plan follows the logic of the application form and especially the WP4 description, activity table, expected results, indicators and distribution of responsibilities. At the same time, it gives the partners a usable structure for day-to-day implementation, evidence collection and final reporting.

Its main practical purposes are:

- to define what the project communicates, to whom, when and through which channels;
- to support communication with relevant local, regional and national stakeholders in all partner countries;
- to ensure correct visibility of Erasmus+, the project identity and the approved communication logic;
- to support promotion of the Handbook, VR-based educational software, strategic partnership document, training events, blended mobility activities and dissemination events;
- to make project results more accessible to schools, teachers, authorities, NGOs, media and wider communities.

2. Project background and communication context

Community-connected learning in English language school classes is a 24-month Erasmus+ Cooperation Partnership in school education coordinated by III Liceum Ogólnokształcące im. płk. Dionizego Czachowskiego w Radomiu, Poland, with partners from North Macedonia, Türkiye and Italy. The project runs from 01 November 2024 until 31 October 2026.

The project aims to improve the quality and attractiveness of English teaching through a Community-connected learning approach, to develop and promote a VR-based educational concept for language learning, and to

strengthen transnational cooperation among schools and supporting organisations. The main intellectual outputs are: (1) a Handbook for English teachers, (2) VR-based educational software with a user manual, and (3) a document for strategic transnational partnership.

Within this context, communication is not a parallel activity. It is a functional part of project implementation. It serves to build synergy with stakeholders, explain the value of the innovative educational approach, invite feedback, support transferability, and ensure that the project results remain visible and usable beyond the direct partnership.

Project fact	Information
Project title	Community-connected learning in English language school classes
Acronym	Community & English
Field	School Education
Duration	24 months, 01/11/2024 to 31/10/2026
Main WP4 focus	Communication and dissemination activities, stakeholder synergy, project promotion and visibility
Main targeted regions	Radom (Poland), Kochani (North Macedonia), Tarsus/Mersin (Türkiye), Naples (Italy)

3. Communication objectives

The communication objectives below are derived directly from the WP4 specific objectives and expected results in the application form. They convert the approved project logic into a workable communication framework for the partnership.

Code	Communication objective
CO1	To promote the advantages of the innovative Community-connected learning approach in English language school classes and to explain its relevance for present generations of students.
CO2	To promote the created intellectual outputs: the Handbook for English teachers, the VR-based educational software with user manual, and the document for strategic transnational partnership.
CO3	To promote the value of advanced ICT-based and VR-supported educational approaches as attractive and relevant teaching methods in school education.
CO4	To establish synergy with relevant stakeholders in all partner countries and encourage their active involvement, feedback and support.
CO5	To raise awareness among local, regional and national stakeholders about the importance of addressing environmental issues, social inclusion and multicultural tolerance through

Code	Communication objective
	educational processes.
CO6	To make project activities, achievements and learning results visible through media, web-based channels, eTwinning and direct stakeholder events.

4. Target groups and stakeholder approach

The application form gives special importance to relevant stakeholders who can influence educational processes, support project visibility and contribute to long-term impact. The approach below follows those target groups and translates them into practical communication lines.

Target group	Why this group matters	Recommended approach
Educational authorities and policy actors	They can support transferability, uptake and future policy dialogue around more innovative educational approaches.	Official invitations, dissemination events, direct e-mails, meetings, concise briefing materials, recommendations.
Municipalities, city council members and local authorities	The application explicitly foresees their role as relevant decision makers and associated supporters.	Official communication, workshops, local events, press releases, targeted follow-up after events.
Other educational institutions	These are key transfer users of the approach, handbook and digital materials.	School-to-school sharing, internal dissemination, partner websites, eTwinning, national events.
English teachers and school staff	They are the direct users of the educational concept, OER and project outputs.	Trainings, internal sharing sessions, web page, eTwinning, examples of lesson plans and tools.
Students	They are direct beneficiaries and visible ambassadors of the project through activities, competitions and presentations.	School channels, student presentations, social media with consent, blended mobility stories, displays and exhibitions.
NGOs active in education, environment and social inclusion	The application highlights them as relevant civil actors for cooperation and wider impact.	Workshops, direct outreach, web page, press releases, invitations to national dissemination events.
Business sector and ICT SMEs	They are relevant for the wider educational and digital context and for innovation awareness.	Targeted invitations, local networking, event presentations and follow-up contacts.

Target group	Why this group matters	Recommended approach
Media and web portals	They multiply project visibility and can bring the project to wider local and national audiences.	Press conferences, press releases, photo packages, human-centred stories and event coverage.
Wider community	The project aims to raise awareness and create a broader understanding of community-connected challenges.	Public posts, school websites, local events, exhibitions, face-to-face networking and accessible messages.

5. Key messages

The key messages should remain simple, consistent and understandable across all countries. They should avoid bureaucratic wording and explain clearly why the project matters.

Message area	Suggested message
General	Community & English connects language learning, real community issues and digital innovation in order to make English school classes more attractive, meaningful and effective.
For teachers	The project offers a practical educational approach, a handbook, digital tools and transnational exchange that can enrich English teaching and support community-connected classroom work.
For students	English can be used not only for school tasks, but also for teamwork, creativity, community engagement and problem-solving in real-life contexts.
For schools	The project helps schools strengthen innovative teaching, digital readiness, community orientation and international cooperation.
For authorities	The project demonstrates how educational innovation and cross-sectoral cooperation can support stronger local educational processes and more active young citizens.
For NGOs and media	Community-connected language learning is a practical and visible way to address topics such as environment, social inclusion and multicultural understanding.
For dissemination events	The project results are transferable, openly shareable and suitable for wider use in other schools and communities.

6. Communication channels and tools

The following channels are explicitly supported by the application form and should be used in a coordinated manner by all partners. The channel mix combines broad visibility with more targeted stakeholder communication.

Channel / tool	Main purpose	Typical use
Media publications, press conferences and press releases	To reach wider local and national audiences and create formal public visibility.	Project launch, mobilities, outputs, workshops, dissemination events, final achievements.
Project web page	To present the project, archive its activities and provide free access to intellectual outputs.	Continuous publication of activities, outputs, visuals, downloadable files.
Social networks and messaging channels	To support fast, regular and accessible project communication.	Facebook group or page, WhatsApp/Viber coordination, short updates, reminders, event promotion.
Local and regional info web portals	To extend visibility beyond partner institutions.	Publishing local stories, event announcements and summaries.
eTwinning platform	To support teacher networking, wider educational sharing and European-level visibility.	Presentation of project work, exchange of good practices, teacher networking.
Promotional e-brochures and event materials	To provide event participants with practical, shareable summaries.	National dissemination events, school displays, student activities, stakeholder packages.
Promotional items with project logo	To strengthen visibility at public events and student activities.	Notebooks, T-shirts, pencils and other materials when budget and practicality allow.
Face-to-face communication at social and stakeholder events	To create trust, explain the project in direct terms and widen the network.	Local meetings, school events, educational gatherings, municipal meetings.
School workshops and national dissemination events	To create structured spaces for stakeholder involvement and promotion of results.	Networking workshops in each school and one national dissemination event in each partner country.

7. Visual identity, visibility and language rules

All public communication materials should follow the project identity and Erasmus+ visibility obligations. In line with the handbook already produced within the project, the standard logo strip should include the EU emblem with funding acknowledgement, the Community & English project logo and the FRSE logo where appropriate.

Practical visibility rules:

- Use the project acronym Community & English and the full project title in formal documents and event agendas.
- Use the project code 2024-1-PL01-KA220-SCH-000250598 where formal reference is needed.
- Include the standard Erasmus+ funding acknowledgement and disclaimer in documents, outputs, reports, brochures and public presentations.
- Use English in transnational materials and bilingual or national-language communication for local audiences when needed.
- Keep the tone inclusive, respectful and understandable. Avoid political, discriminatory or sensational wording.
- Publish students' photos, names and outputs only in line with school rules, consent procedures and applicable data protection rules.
- When intellectual outputs are published online, indicate the open-access logic and licensing conditions used by the project.

Recommended standard disclaimer for documents and outputs

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8. Roles and responsibilities

The application assigns both joint and specific communication responsibilities to the partners. The main operational body is the Transnational Project Team for Communication and Dissemination activities, composed of one representative from each project partner and led by the applicant partner.

Partner / body	Main responsibilities in communication and promotion
Applicant - III Liceum Ogólnokształcące, Radom	Leads the Transnational Project Team for Communication and Dissemination; coordinates the overall communication plan; organises the national dissemination event in Poland; supports overall coherence and reporting.
NGO LAG Kochani	Leads promotional strategy towards civil society and NGOs active in education and environmental protection; supports strategy for TV and other media; creates and maintains the project web page during the project and for 3 additional years after project end; organises the national dissemination event in North Macedonia.
FLEA, Türkiye	Leads strategy towards local, regional and state authorities and actors responsible for educational, social and health-related issues; organises the national dissemination event in Türkiye.
Partner schools	Develop communication and dissemination strategy towards other educational institutions; support school-level visibility, teacher sharing and student-focused communication; host or support local workshop activity.
Italian school partner	Organises the national dissemination event in Italy and supports

Partner / body	Main responsibilities in communication and promotion
	communication towards schools and local stakeholders in its region.
Municipalities	Support dissemination through their established local and national contacts and may assist in outreach to educational, social and environmental authorities.
All partners	Provide content, photos, event information and evidence; share project messages through their own channels; respect visibility and data protection rules; actively contribute to the implementation of the Plan.

9. Communication and promotion activities

The application form defines a set of communication/dissemination actions that should run throughout the project. The table below turns them into an implementation map that can be followed and evidenced by the partners.

Activity	Practical content	Timing	Lead / support
Communication / Dissemination Plan	Create and implement a detailed plan with stakeholder-specific approaches and shared rules for visibility and evidence.	01/12/2024 - 31/10/2026	Applicant lead; all partners contribute
Project web page	Create, update and maintain a dedicated project web page with activities, outputs and free downloads.	01/12/2024 - 31/10/2026 and 3 years after	NGO LAG
Initial press activity	Organise initial project press conferences in each country to present the project and invite stakeholder involvement from the start.	At project start	All partners locally
Promotion of outputs	Promote the Handbook, VR software and strategic partnership document through events, media, websites and direct sharing.	At key milestones and after finalisation	All partners
School-based networking workshops	Organise one workshop in each school with local stakeholders in order to present the project and gather support and recommendations.	2025 / 2025-2026 cycle	Schools with support from applicant and local partners
Internal school dissemination	Share project approaches and results with teachers and school communities after trainings and during implementation.	After each major learning phase	School partners
Training and mobility promotion	Promote teacher training events, the blended mobility process and student achievements through posts, media and	Around each project event	Event hosts and all

Activity	Practical content	Timing	Lead / support
	event summaries.		partners
eTwinning promotion	Present project work and results through the eTwinning network and strengthen the teacher networking dimension.	Ongoing	Schools and NGO LAG support
Media and social media coverage	Publish news, stories, photo reports, short interviews, event summaries and output announcements.	Ongoing	All partners
National dissemination events	Organise one national dissemination event in each project country with relevant local, regional and national stakeholders.	July to October 2026	Country leads as defined in application

10. Networking workshops and national dissemination events

The application foresees two main public-facing formats within WP4: (1) networking workshops with local relevant stakeholders in school premises and (2) national dissemination events in each project country. These are the main moments when the project meets its wider ecosystem face to face.

Networking workshops: The application foresees four workshops, one in each school, with the presence of at least 30 local stakeholders. The goal is to present the project activities, explain the educational approach, and encourage stakeholders to support the improvement of educational processes with recommendations and active cooperation. The activity budget line assigns EUR 1,200 in total for this workshop block.

Event	Date	Lead organisation	Planned audience	Purpose
National dissemination event - Türkiye	09/07/2026	NGO FLEA	Min. 30 stakeholders	Presentation of activities and achievements; anonymous survey among participants
National dissemination event - North Macedonia	20/08/2026	NGO LAG Kochani	Min. 30 stakeholders	Presentation of activities and achievements; anonymous survey among participants
National dissemination event - Italy	17/09/2026	School in Naples, Italy	Min. 30 stakeholders	Presentation of activities and achievements; anonymous survey among participants
National	15/10/2026	Applicant school, Radom	Min. 30	Presentation of

Event	Date	Lead organisation	Planned audience	Purpose
dissemination event - Poland			stakeholders	activities and achievements; anonymous survey among participants

The application also notes that organisers are expected to invite a wider circle of stakeholders, and in practice attendance may exceed the formal minimum. Associated municipalities are expected to support dissemination, especially through their established contacts with authorities responsible for educational, social and environmental issues.

11. Timeline and communication rhythm

The application gives the main WP4 activity dates and the overall project duration. The working rhythm below keeps the implementation aligned with the approved time frame while also making communication more regular and manageable.

Period	Communication focus	Main outputs / evidence
Nov - Dec 2024	Launch communication, initial partner visibility, Plan set-up, project introduction to stakeholders.	Initial press actions, partner introductions, first website preparation
2025	Promotion of project development, teacher work, output creation process and local networking.	Posts, meeting summaries, workshop preparation, school sharing
Sep 2025 / school-year 2025-2026 phase	Networking workshops in schools and intensified local stakeholder outreach.	Workshop agendas, participant lists, photos, surveys
Jan - Jun 2026	Promotion of training results, testing, student activities, blended mobility preparation and outputs nearing completion.	News items, short reports, visuals, internal dissemination evidence
Jul - Oct 2026	National dissemination events in four countries and strong external visibility of final project results.	Invitations, event agendas, photos, media releases, surveys, downloads
After Oct 2026	Sustainability visibility through the project website and continued access to outputs.	Maintained web presence and access to final outputs

Recommended minimum rhythm: At least one coordinated project update per month at partnership level, with more intensive communication before and after trainings, mobility periods, school workshops, output publication and national dissemination events.

12. Monitoring, evidence and reporting

The application identifies anonymous feedback from event participants as the main indicator source for WP4 achievements. In addition, the partnership should count and archive tangible communication outputs such as media publications, social media posts, TV or web reports and downloads of intellectual outputs from the project web page.

Indicator area	Target / success sign	Evidence to collect
Communication / Dissemination Plan	Plan created and activities implemented	Final plan, updated versions, working notes
Local workshops	Workshops organised and more than 75% positive feedback from stakeholders	Agenda, invitations, attendance list, photos, anonymous survey summary
Internal school dissemination	Positive feedback from participating teachers and school staff	Attendance records, short summaries, feedback forms if used
National dissemination events	Events delivered in four countries; minimum stakeholder presence and positive feedback	Agendas, participant lists, photos, surveys, media links
Media and social visibility	Regular visibility across channels	Post register, screenshots, press releases, links, recordings
Web page and output dissemination	Outputs available and downloaded	Website links, screenshots, download statistics where available

For practical reporting, partners should keep a shared evidence folder organised by country, date and activity type. The rule should be simple: if an activity has happened, it should leave behind an evidence trail that can be used in the final report without last-minute searching.

13. Budget frame for WP4

The WP4 budget in the application totals EUR 17,200. The table below summarises the main communication and dissemination budget lines described in the approved application form.

Budget line	Amount (EUR)	Note from application logic
Creation and implementation of Communication / Dissemination Plan	3,000	Based on the work of the Transnational Project Team for Communication and Dissemination
Creation and maintenance of project web page	1,000	Website maintained during the project and for 3 additional years after

Budget line	Amount (EUR)	Note from application logic
		project end
Networking events with local relevant stakeholders (4 workshops block)	1,200	Estimated at EUR 300 per workshop block activity for refreshments and basic organisation
National dissemination event - Türkiye	3,000	Min. 30 participants x EUR 100 per participant
National dissemination event - North Macedonia	3,000	Min. 30 participants x EUR 100 per participant
National dissemination event - Italy	3,000	Min. 30 participants x EUR 100 per participant
National dissemination event - Poland	3,000	Min. 30 participants x EUR 100 per participant
Total WP4 budget	17,200	As approved in the application budget summary and WP4 activity table

Cost-effectiveness note: The application emphasises that a considerable part of the communication planning work is to be carried out through virtual working meetings and individual partner work, keeping costs lower while preserving coordination quality. The website investment also supports sustainability by keeping project results accessible after the funded period.

14. Risk management and quality standards

WP4 requires regular coordination and disciplined evidence collection. The table below identifies the main practical risks and the preferred mitigation approach.

Risk	Possible effect	Prevention / response
Low stakeholder attendance	Events do not reach the desired impact	Send invitations early, use partner and municipal networks, follow up personally with key institutions
Uneven communication input from partners	Some countries or results become less visible	Agree a light monthly reporting rhythm and a named communication contact person in each partner organisation
Weak evidence collection	Final reporting becomes difficult and incomplete	Use an evidence checklist after every event and save files in a shared folder immediately

Risk	Possible effect	Prevention / response
Incorrect logo or disclaimer use	Visibility obligations are not respected	Use approved templates and check formal elements before publication
Late publication of outputs	Dissemination window becomes too short	Prepare communication material in parallel with output finalisation and translation
Data protection issues	Risk related to student images or personal data	Follow school and national data protection rules and use consent-based publication practice
Messages are too technical	Wider audiences do not understand project value	Use practical language, concrete examples and visual storytelling where possible

Annex 1. Evidence checklist

This checklist can be used after each workshop, training-related communication action, internal dissemination activity, stakeholder meeting or national dissemination event.

Moment	Checklist
Before the activity	Invitation or announcement prepared; agenda ready; logos and disclaimer checked; target group list reviewed; photo and consent rules confirmed.
During the activity	Attendance list collected; photos taken; short notes kept; stakeholder categories noted; if relevant, feedback form or survey distributed.
Immediately after	Short summary drafted; partner channels informed; social media or website post prepared; raw evidence saved in the shared folder.
For media actions	Press release sent; links or screenshots archived; publication date noted.
For outputs	Final file version archived; visibility elements checked; web publication evidence collected; dissemination e-mail list saved.
For reporting	All documents named clearly; date, place and organiser visible; missing evidence requested while the event is still recent.

Annex 2. Templates for posts, invitations and press releases

The templates below are optional practical tools. They should be adapted to the real activity, host organisation and local language context.

A. Short project post

Today, within the Erasmus+ project Community & English - Community-connected learning in English language school classes, [partner name] organised [activity / event title] with [participants / stakeholder group]. The activity focused on [topic], supporting innovative English language learning, digital approaches and stronger links between school learning and real community issues. Project code: 2024-1-PL01-KA220-SCH-000250598. Funded by the European Union.

B. Invitation text for a dissemination event

Dear [name / organisation],

We are pleased to invite you to the dissemination event of the Erasmus+ project Community & English - Community-connected learning in English language school classes, which will take place on [date] in [place]. The event will present the project activities, the developed Handbook for English teachers, the VR-based educational software, and the wider benefits of transnational cooperation in school education.

The event is intended for school representatives, teachers, local and regional authorities, NGOs, media representatives and other stakeholders interested in educational innovation, digital tools and community-connected learning. We would be glad to welcome you and exchange ideas for future cooperation.

C. Simple press release structure

Title: short and clear, linked to the event or achievement.

Opening paragraph: who, what, where, when and why.

Project context: Erasmus+ Community & English, project title and code.

Main result: what happened, what participants learned or produced, why it matters.

Impact: relevance for schools, teachers, students and local stakeholders.

Optional quote: teacher, organiser, student or stakeholder.

Closing: next steps and where project materials can be followed or downloaded.

Mandatory disclaimer: include Erasmus+ funding acknowledgement.

Final implementation note

This Plan is based on the uploaded application form and aligned with the handbook branding and the example communication plan supplied by the user. It should be used as a living working document during implementation, especially before and after events, at the moment outputs are published, and during evidence preparation for project reporting.