

2022-1-RO01-KA220-SCH-000084942

WIMI

Open: Wide Minds will Find Eco Virtual STEAM Solutions  
towards Climate change

# MARKETING CAMPAIGN STRATEGY PLAN



Eurasia Institute of Research Association and Development



Co-funded by  
the European Union



BY

NC

SA

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

## Introduction

As part of the WIMI Erasmus+ project, a key emphasis is placed on enhancing teachers' professional development and improving digital capacities in schools to tackle the pressing challenge of climate change. To this end, WIMI organizes a series of virtual seminars and webinars tailored for educators, researchers, and school staff across Europe.

These events are structured into two interconnected components:

### Informative Seminars (Part 1)

These sessions aim to raise awareness and build foundational knowledge about climate change, student engagement, leadership, and future-ready skills through STEAM and active citizenship approaches.

### Didactic Webinars (Part 2)

These interactive training sessions focus on practical strategies for teaching climate change, engaging disadvantaged students, persuading parents, and utilizing digital tools to foster climate awareness.

These sessions aim to:

- Empower teachers within their local school communities.
- Promote continuous professional development and climate leadership in education.
- Enhance participants' digital readiness and international collaboration skills.
- Deepen understanding of STEAM education, climate action, and 21st-century teaching methodologies.

Each partner country contributes thematically by organizing its own seminar and webinar series. Participants include researchers, STEAM teachers, management staff, and professional speakers selected based on relevant expertise and experience.

This Marketing Campaign Strategy plan is designed to promote the WIMI project's virtual seminars and webinars to a wide and relevant audience across partner countries, encouraging active participation not only from teachers but also researchers and educational professionals. The strategy highlights the importance of continuous professional development in climate change education and digital transformation.

The campaign strategy aims to:

- Support the successful implementation of WP3 by ensuring visibility, engagement, and impact of all online events.
- Align communication efforts across all partners to deliver a unified and compelling message.
- Maximize the project's outreach and visibility within Erasmus+ networks through strategic digital and local engagement efforts.

## Seminars

These seminars are crafted to address critical questions and strategies concerning climate action and education. The first segment focuses on understanding how climate change can be mitigated, emphasizing renewable energy, sustainable agriculture, urban planning, and waste management. It also explores student involvement in climate action through student-led initiatives, peer influence, and community collaboration.

The seminars underline the urgency of immediate climate action for future generations, covering long-term impacts on health, the economy, and vulnerable populations. Educators are guided on how to foster student climate leadership by integrating climate change into the curriculum and promoting environmental advocacy.

Finally, the seminars aim to strengthen students' soft skills—critical thinking, problem-solving, decision-making, and digital literacy—through engaging, STEAM-based learning experiences and active citizenship projects. These tools help cultivate informed, responsible global citizens.

## **Seminar Main topics & Subtopics:**

### **1. Strategies for Mitigating Climate Change: Approaches and Actions for a Sustainable Future: How can climate change be stopped and mitigated?**

- The Role of Renewable Energy in Reducing Carbon Footprint
- Importance of Sustainable Agriculture Practices
- Urban Planning and Green Infrastructure Solutions
- Impact of Transportation Innovations on Emissions
- Waste Management and Circular Economy Practices
- Policy Advocacy: Engaging Governments and Corporations in Climate Action

### **2. Empowering Students: Including Youth in Climate Action for Lasting Change**

- Student-Led Initiatives: Case Studies of Successful Climate Projects
- Building Climate Literacy: Educational Programs for Young Activists
- The Power of Peer Influence in Promoting Environmental Responsibility
- Collaborations with Local Communities for Climate Projects
- Creating Platforms for Student Voices in Climate Policy Discussions
- Utilizing Technology and Social Media to Amplify Student Actions

### **3. The Importance of Climate Action for Future Generations: Why Acting Now Matters**

- Long-term Impacts of Climate Change on Human Health and Well-being
- Economic Consequences of Inaction on Climate Issues
- Social Justice and Climate Change: Protecting Vulnerable Communities
- The Role of Biodiversity in Maintaining Ecosystem Balance
- Intergenerational Responsibility: Educating Today's Youth
- The Psychological Effects of Climate Anxiety on Future Generations

#### **4. Guiding Students Towards Climate Leadership: Educators' Role in Fostering Environmental Responsibility**

- The Role of Education in Combating Climate Change
- Climate Literacy: Equipping Teachers to Educate Future Leaders
- Integrating Climate Change into National Curricula
- The Psychology of Climate Leadership: Encouraging Action Over Apathy
- Fostering Environmental Advocacy Through Leadership Programs
- The Power of Collaboration in Climate Leadership Education

#### **5. Enhancing Students' Soft Skills Through Climate Action:**

- Developing Critical Thinking and Problem-Solving Abilities
- Collaborative Learning: Group Projects on Climate Solutions
- Role-Playing and Simulations to Develop Decision-Making Skills
- Problem-Based Learning: Addressing Real-World Climate Challenges
- Critical Reflection on Media Coverage of Climate Issues
- Encouraging Creativity in Developing Innovative Solutions
- Workshops and Competitions Focused on Environmental Problem-Solving

#### **6. The Role of Education in Climate Change Awareness: Building Resilient, Informed Future Leaders**

- Curriculum Innovations for Climate Change Education
- The Importance of Interdisciplinary Approaches in Teaching Climate Science
- Engaging Parents and Community in Climate Education Efforts
- Utilizing Service Learning to Connect Students with Environmental Issues
- Digital Resources and Tools for Teaching Climate Change
- Assessing the Impact of Climate Education on Student Attitudes and Actions

## Interactive & Didactic Webinars

These interactive and practical sessions are designed to equip participants with hands-on strategies for teaching climate change and promoting inclusive participation. The focus is on teaching effective methods for climate education while ensuring the involvement of disadvantaged students in climate action projects.

Participants will also learn how to guide students in Community Sustainability Projects (CSPs), promoting active and impactful learning. Additionally, the webinars will explore persuasive techniques to involve parents in supporting climate education at home.

A core component will be the exploration of digital transformation strategies to increase societal climate awareness. These include the use of technology, media, and online platforms to advocate for climate action. Interactive Q&A sessions allow customization based on participant needs.





# **Interactive & Didactic Webinars**

## **Topics and subtopics:**

### **1. Learn on How to Teach Climate Change**

- Integrating Climate Change: Best Practices
- The Importance of Local Context: Tailoring Climate Education to Community Needs
- Developing Critical Thinking Skills Through Climate Debates and Discussions
- Utilizing Multimedia Resources: Documentaries, Podcasts, and Infographics
- Assessing Student Understanding: Effective Evaluation Strategies for Climate Education

### **2. Learn on How to Include Disadvantaged Students in Taking Action on Climate Change**

- Identifying Barriers to Participation for Disadvantaged Students
- Community Partnerships: Collaborating with Local Organizations for Support
- Providing Accessible Resources and Materials for All Students
- Tailoring Engagement Strategies to Diverse Backgrounds and Experiences
- Utilizing Mentorship Programs to Empower Underrepresented Students
- Creating Safe Spaces for Dialogue and Expression on Climate Issues

### **3. Learn How to Lead Students in Climate Action Projects (CSPs)**

- Frameworks for Developing Effective Climate Action Projects in Schools
- Setting Goals and Objectives: Aligning Projects with Climate Needs
- Fostering Teamwork and Collaboration Among Students
- Engaging Students in Project Evaluation and Reflection
- Securing Funding and Resources for Climate Action Projects
- Celebrating Success: Sharing Outcomes with the Community and Beyond

### **4. Learn How to Persuade Parents in Engaging Students in Climate Change**

- Communicating the Importance of Climate Education to Parents
- Strategies for Organizing Parent-Teacher Meetings Focused on Climate Issues
- Developing Resources to Help Parents Support Climate Learning at Home
- Sharing Success Stories: Showcasing Student Engagement in Climate Projects
- Involving Parents in School-Based Climate Initiatives and Events
- Addressing Parental Concerns and Misconceptions About Climate Change

## 5. Awareness-Raising Strategies for Digital Transformation of Societies

- Leveraging Social Media Campaigns to Increase Climate Awareness
- Using Online Platforms for Community Engagement and Participation
- The Role of Influencers and Digital Leaders in Promoting Climate Action
- Creating Educational Content for Digital Consumption: Videos, Blogs, and Webinars
- Engaging Youth in Digital Activism: Tools and Resources for Effective Advocacy
- Measuring Impact: Evaluating the Effectiveness of Digital Awareness Campaigns

## 6. Ice-Breaking in the Classroom

- Importance of Ice-Breaking Activities
- Types of Ice-Breakers: Choosing the Right Activity for Your Class
- Creative and Fun Ice-Breakers for Different Age Groups
- Using Technology for Virtual Ice-Breakers
- Different Effect Of Ice-Breaking Activities
- Ice-Breaking Activities and Integrated into Climate Change Activities
- Outdoor Ice-Breaking Activity Examples

## Target Audience

*Category 1:* Researchers & Experts will enhance and refine the content of the webinars and seminars by sharing their expertise, with two experts from each partner involved. *Category 2:* STEAM Teachers, as the primary target group, will undergo training and then apply the knowledge gained in their classrooms to educate students effectively. *Category 3:* Partner Management Teams will oversee coordination and attend face-to-face Work Package (WP) meetings, with two members from each partner organization contributing to the project's success. *Category 4:* Professional Speakers, who must have at least two years of teaching experience, will deliver high-quality seminar and webinar sessions, one per partner. School Leaders, NGOs, and Parents will play a supporting role by promoting visibility and encouraging institutional participation. Finally, the Erasmus+ Community & Networks will aid in the broad dissemination of the project's outcomes and ensure its impact at the policy level.



## Indicators

*These indicators reflect in-kind contributions through time and expertise and must be documented during the campaign:*

- *Researchers & Experts; At least 2 per partner improve content & materials*
- *STEAM Teachers ( 2); Actively join and implement knowledge from sessions*
- *Management Teams; 2 representatives attend WP4 & WP5 coordination meetings*
- *Professional Speakers : 1 per partner delivers a session (min. 2 years teaching experience)*
- *Note: All activities must be tracked via participation lists, feedback forms, and reports to demonstrate value contribution and align with Erasmus+ co-financing rules.*

## Monitoring & Success Metrics

The total reach across social media and email campaigns is set at over 10,000 impressions. For webinars and seminars, each event aims to attract between 80 to 150 registered participants. Specific attendance goals by participant category include at least two experienced experts per partner involved in content improvement (Category 1), active participation from STEAM teachers representing schools in each partner country (Category 2), and two representatives per partner participating in WP4 and WP5 coordination meetings for the management team (Category 3). Additionally, each partner is expected to contribute at least one professional speaker with teaching experience to deliver a session (Category 4). Participant satisfaction will be measured through post-event evaluations, with a target of 80% or more attendees finding sessions useful and applicable.

Furthermore, a minimum of six newsletters will be distributed to an audience of at least 300 recipients. Finally, the initiative will capture qualitative impact through testimonials, reflections, and pre/post-event feedback from both students and teachers.

## Marketing Strategy

Posts created by project partners will be published on each partner's Instagram and Facebook accounts, as well as other accounts used by partners, and the common WIMI social media accounts to ensure wide visibility and public engagement. These platforms are especially effective for reaching large and diverse audiences, as their visual nature and algorithmic sharing can help amplify content across networks.

Instagram's image-first format is ideal for catching attention quickly, while Facebook supports broader discussions and sharing within community groups, making both platforms essential tools for outreach. All webinars will also be made available on the project's official YouTube channel, allowing viewers to watch or revisit the sessions at their convenience. Additionally, seminar content will be uploaded to the project website, where participants can access resources, recordings, and related materials. The content of Webinars will also be shared in the website

To increase reach and engagement, posts will utilize relevant hashtags—such as #ErasmusPlus and #WIMI—to connect with the wider EU education space and boost discoverability. Visuals will follow clear content guidelines: maintaining consistent branding with WIMI and Erasmus+ logos, applying green and earth-tone color palettes, and using clean, readable fonts. QR codes may be embedded to provide direct access to links. Wherever possible, real photos from past events or partner schools will be used to enhance authenticity and relatability.