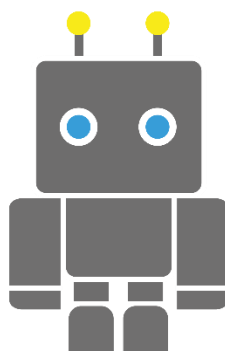


Campaign for the promotion of CODESKILLS@SCHOOL Clubs

Guidelines

IO2/A4



CODESKILLS 4ROBOTICS

Promoting coding and STEM skills through robotics:
supporting primary schools to develop inclusive digital
strategies for all

Author: Lifelong Learning Platform

Start date of Project: 01.09.2018

Duration: 28 months

Grant Agreement: 2018-1-EL01-KA201-047823

This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein." "Funded by the Erasmus+ Programme of the European Union"

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1. Objectives

why

The primary objective of this campaign is to promote the CODESKILLS4ROBOTICS Programme and particularly the implementation of **CODESKILLS@SCHOOL Clubs**, which are expected to be set up after the short-term staff training (C1). As a secondary objective, the campaign will also help raise awareness about educational robotics and ensure the visibility, sustainability and exploitation of project results.

What are the **top 3 objectives** you plan to achieve with your **local campaign**?

Based on how you are going to implement the CODESKILLS@SCHOOL Clubs, think about what you want your campaign to accomplish **in general terms**: who do you want to reach out to and what do you want to obtain from them?

- [e.g. reach out to school leaders to promote the initiative and explore whether some of them would be interested in implementing the Clubs]
- [e.g. get students on board in order to create a core of Ambassadors to promote the Clubs]
- ...

2. Target Groups

Who

The target groups of this campaign correspond to the project general target groups. The campaign, however, should target **primarily** those groups which will be hypothetically responsible for the implementation of the CODESKILLS@SCHOOL Clubs. This includes:

- School leaders
- Teachers
- Local authorities
- [Other stakeholders relevant to each partner's national context]

Secondary target groups include those who might support the implementation of the Clubs, particularly:

- Students (ages 9-12, with a focus on students with fewer opportunities and girls)
- Parents
- ICT experts
- Companies
- [Other stakeholders relevant to each partner's national context]

General awareness raising efforts can be directed to the school community, students' families and networks and the general public.

Based on the target groups listed above, who do you plan to reach out to concretely with your campaign?

Based on how you are going to implement the CODESKILLS@SCHOOL Clubs and on the objectives you identified earlier, what specific groups are you going to reach out to with your campaign? **Be specific.**

- [e.g. the director of XY School with whom we have an active collaboration since 2015]
- [e.g. the teachers in Z School's Facebook group]
- [e.g. the students who took part in last year's coding summer school and their parents]
- [e.g. the company from which we bought a set of educational robots two years ago]
- ...

3. Toolkit

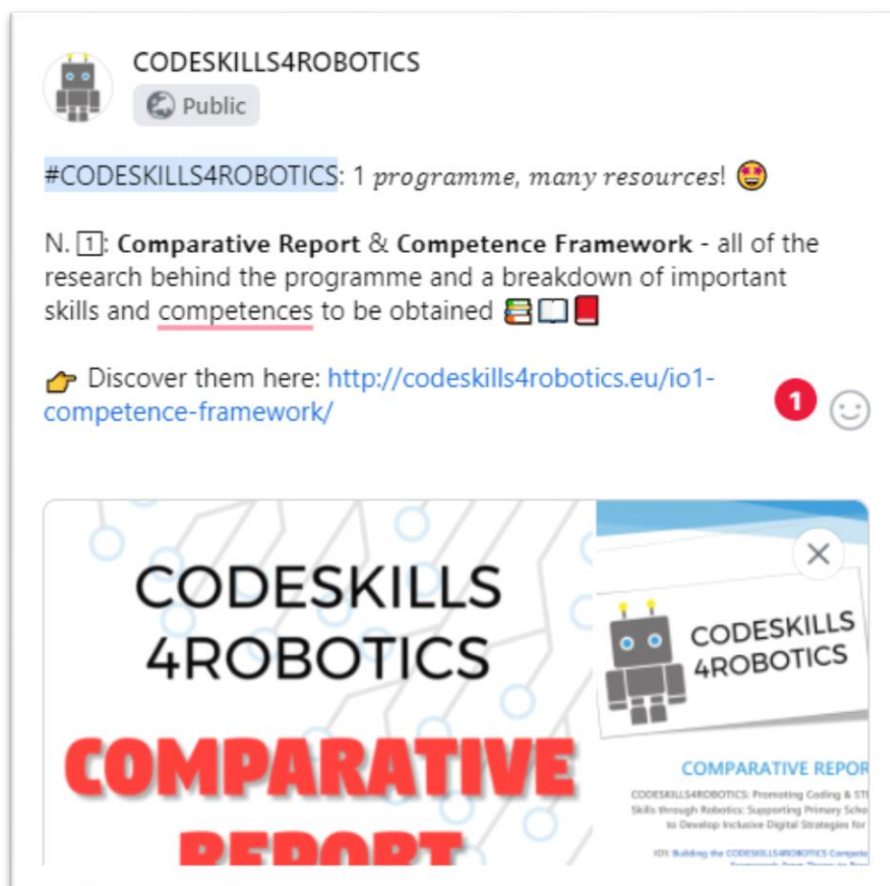
How

This section includes a list of communication resources that will be made available to all partners. The visuals will be uploaded separately to AdminProject and, if necessary, translated into partner languages.

Face-to-face communication is generally recommended over social media and other online actions when trying to reach out to schools in order to establish a collaboration for the implementation of the CODESKILLS4ROBOTICS Clubs. Online promotion can be used to generate interest in the Clubs among students and their families, recruit participants, as well as to raise awareness about the project in general terms.

- Visual material
 - **Roll-up** (already uploaded to AdminProject under All files / Dissemination Strategy and Materials / Dissemination Material / Banners; contact **Emphasys** if you need a translated version)
 - **Flyer 1** (already uploaded to AdminProject in English, Swedish and Greek under All files / Dissemination Strategy and Materials / Dissemination Material / Flyers / Flyer 1)
 - **Flyer 2** (uploaded to AdminProject in English under All files / Dissemination Strategy and Materials / Dissemination Material / Flyers / Flyer 2)
 - **PPT presentation**, including a general presentation of the project followed by specific information on the local Clubs; the PPT template is already available on AdminProject under All files / Dissemination Strategy and Materials / Templates
 - **Badge for students**: a circular badge to be handed out to students who take part in the Clubs; it can be printed on regular paper, sticker paper or made into button badges; the badge is already available on AdminProject under All files / IO2 / Campaign / Badge.
- Social media
 - Sample Facebook/LinkedIn posts to be posted **on the page of your organization**:

IO1:



#CODESKILLS4ROBOTICS: 1 programme, many resources!

N.1: **Comparative Report & Competence Framework** - all of the research behind the programme and a breakdown of important skills and competences to be obtained

Discover them here: <http://codeskills4robotics.eu/io1-competence-framework/>

IO2:



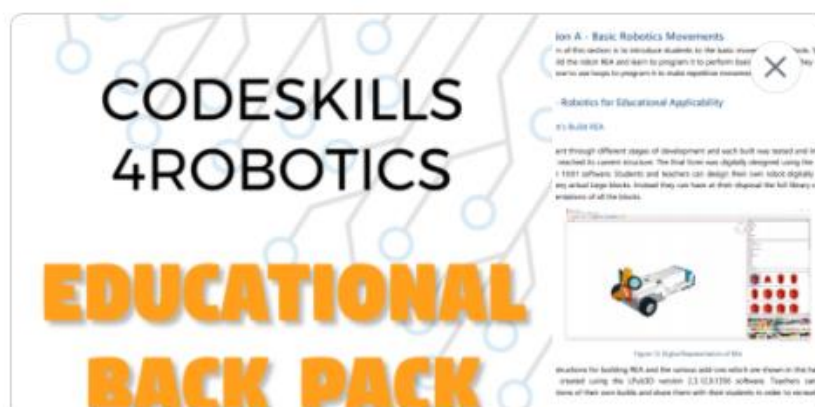
CODESKILLS4ROBOTICS



#CODESKILLS4ROBOTICS: 1 programme, many resources! 🤖

N. 2: **Educational Back Pack** - a complete teaching guide & practical exercises for students (4 creative scenarios) 🧩 🍌 🏠 🎵

👉 Discover them here: <http://codeskills4robotics.eu/io2-educational-back-pack/>



#CODESKILLS4ROBOTICS: 1 programme, many resources!

N.2: Educational Back Pack – a complete teaching guide & practical exercises (4 creative scenarios)

Discover them here: <http://codeskills4robotics.eu/io2-educational-back-pack/>

IO3:



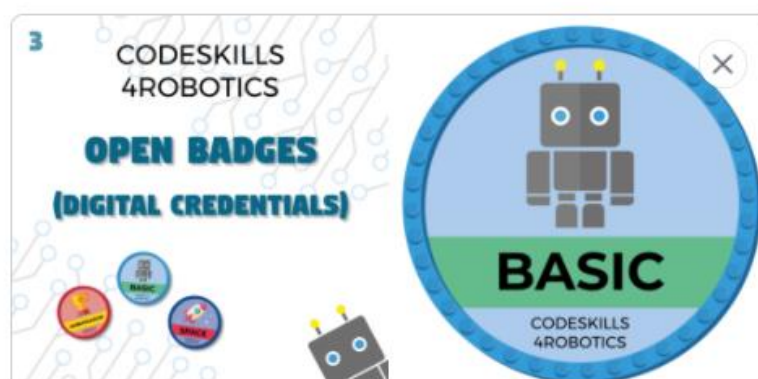
CODESKILLS4ROBOTICS



#CODESKILLS4ROBOTICS: 1 *programme, many resources!* 😊

N. 3: **Open Badges system** - digital credentials to certify what students and teachers have learned! 🏆🏆

👉 Discover them here: <http://codeskills4robotics.eu/io3-assessment-open-badges/>



#CODESKILLS4ROBOTICS: 1 *programme, many resources!*

N.3: **Open Badges system** – digital credentials to certify what students and teachers have learned!

Discover them here: <http://codeskills4robotics.eu/io3-assessment-open-badges/>

IO4:



CODESKILLS4ROBOTICS

Public

#CODESKILLS4ROBOTICS: 1 *programme*, many *resources*! 😊

N. 4: **Interactive Portal & Mobile App** - all the resources of the Educational Back Pack and more in a digital environment! 📱📄

👉 Discover them here: <http://codeskills4robotics.eu/io4-interactive-portal-mobile-app/>



#CODESKILLS4ROBOTICS: 1 *programme*, many *resources*!

N. 4: **Interactive Portal & Mobile App** – all the resources of the Educational Back Pack and more in a digital environment!

Discover them here: <http://codeskills4robotics.eu/io4-interactive-portal-mobile-app/>

IO5:



CODESKILLS4ROBOTICS



#CODESKILLS4ROBOTICS: 1 *programme, many resources!* 😊

N. 5: **Toolkit for DIGITALSKILLS@SCHOOL Clubs** - a step-by-step guide to implement the CODESKILLS4ROBOTICS programme in your school! 📖 📺

👉 Discover it here: <http://codeskills4robotics.eu/io5-tool-kit-for-digitalsschools-clubs/>



#CODESKILLS4ROBOTICS: 1 *programme, many resources!*

N. 5: **Toolkit** for **DIGITALSKILLS@SCHOOL Clubs** – a step-by-step guide to implement the CODESKILLS4ROBOTICS programme in your school!

Discover it here: <http://codeskills4robotics.eu/io5-tool-kit-for-digitalsschools-clubs/>

IO6:



CODESKILLS4ROBOTICS



#CODESKILLS4ROBOTICS: 1 programme, many resources! 🤖

N. 6: **Policy recommendations for upscaling and sustainability** - bringing the CODESKILLS4ROBOTICS experience to policy-makers at national and European level! 📄🔊

👉 Discover them here: <http://codeskills4robotics.eu/io6-sustainability-strategy/>




#CODESKILLS4ROBOTICS: 1 programme, many resources!

N. 6: **Policy recommendations for upscaling and sustainability** – bringing the CODESKILLS4ROBOTICS experience to policy-makers at national and European level!

Discover it here: <http://codeskills4robotics.eu/io5-tool-kit-for-digitalsschools-clubs/>

- **Hashtags** to use in your posts: #CODESKILLS4ROBOTICS #robotics #coding
- **Royalty-free pictures** to use in your posts or communications materials: a few are already uploaded to AdminProject (All files / Dissemination Strategy and Materials / Royalty-free pictures)
- **Countdown illustrations**: 4 illustrations for social media counting down 4 weeks to the launch of the CODESKILLS4ROBOTICS Clubs are already available on AdminProject (All files / IO2 / Campaign / Countdown illustrations for social media)

- **Posting guidelines:** 
 - Use emojis Our target group is on the younger side and it is proven that colorful posts receive more engagements (i.e. clicks, likes, comments, shares)
 - Include media (pictures, videos, gifs): it is more eye-catching than plain text and it invites more engagements
 - Use hashtags ([#CODESKILLS4ROBOTICS](#) [#robotics](#) [#coding](#))
 - Keep it short: if you wouldn't read it when scrolling through your Facebook because it's too long, nor will our target group
 - Include links to our website to promote visits
- **Memorandum of Digital Commitment** for the promotion of the Digital Agenda for Europe [see Annex I and II]
- **EU Code Week resources:** the [EU Code Week](#) is a yearly campaign which aims to bring basic programming skills and digital literacy to everybody in a fun and engaging way. The initiative is decentralized across the EU (and beyond, to a smaller extent) and gathers thousands of events that promote coding under a single label, giving them visibility and cohesion.

The EU Code Week is an **ideal time** to launch an initiative such as the CODESKILLS@SCHOOL Clubs or generally to promote coding-related events and projects.

How to take part in the EU Code Week and gain visibility?

- Organise an activity or event and [pin it on the map](#);
 - Use the [official EU Code Week visual resources](#) to promote the initiative;
 - [Explore other initiatives happening in your country](#) to identify other stakeholders and potentially create synergies;
 - Network with other initiatives to gain a [Certificate of Excellence](#);
 - Post frequently on social media, using the hashtag [#CodeWeek](#) and tagging [@CodeWeekEU](#);
 - [Contact your national Ambassadors](#) promote CODESKILLS4ROBOTICS and for more information on the EU Code Week.
- **Identify potential Ambassadors:** having official project supporters who are willing to spread the word is an excellent, sustainable dissemination opportunity. Anyone can be an Ambassador, but the wider their network and the closer their involvement in the digital education scene, the wider the impact to be expected.

What do you expect from your Ambassadors?

Before contacting someone to ask them to become an Ambassador, think carefully about what you are asking them to get involved in. According to the application, Ambassadors are expected to

register on the e-platform (to be developed as part of IO4) and **promote the project results**. Teachers and students will be among the first ones to be involved (at least 300 of them), but other powerful Ambassadors might include:

- IT experts
- Digital education advocates
- Company representatives
- Members of NGOs working on digital education
- ...

Based on how you are going to implement the CODESKILLS@SCHOOL Clubs, on your network of contacts and on your national specificities, **what are you going to expect from your Ambassadors?** Which target groups are you going to involve as Ambassadors? Are you going to set different requirements for Ambassadors belonging to different target groups? **Be specific** (and realistic).

- [e.g. Teacher Ambassadors will be expected to attend an informative session about the project in order to be able to present it to other stakeholders]
- [e.g. Companies will be expected to sign the Memorandum of Digital Commitment]
- [e.g. Student Ambassadors will invite at least 10 friends to join the Clubs]
- [...]

Here is a sample email to contact potential Ambassadors (to be adapted according to target group and national specificities).

Dear [potential Ambassador],

Are you interested in coding and robotics? Do you think it's important for children to learn how to code? Would you like to give them more opportunities to do so in school?

The CODESKILLS4ROBOTICS project is interested in you! We are looking for [companies / schools / teachers / students / ...] to become part of our project and help us promote educational robotics in schools.

What does it mean to become a CODESKILLS4ROBOTICS Ambassador?

[Your requirements]

If you're interested in becoming one of us, [how to get in contact with you or how to apply to become an Ambassador]

"Everybody in this country should learn how to programme a computer because it teaches you how to think", Steve Jobs once said. Let's make this a reality together.

Best regards,

[...]

Alternatively (or in addition to one-to-one contact), the recruitment of Ambassadors might take place through an **open call**; this should be particularly efficient when recruiting students or teachers.

4. Outcomes and Timeline

When

Based on the general objectives identified earlier and on the tools presented above, a detailed outline of the campaign can be developed using the table below (partially filled in as an example):

Actions	Target group	Tools	Expected outcome
Objective 1: [EXAMPLE] reach out to school leaders to promote the initiative and explore whether some of them would be interested in implementing the Clubs			
Action 1.1: [EXAMPLE] send preliminary email to 20 selected school leaders from personal database to inform them about the project and the possibility to implement CODESKILLS@SCHOOL Clubs	[EXAMPLE] School leaders from the X region, in particular: <ul style="list-style-type: none"> Mr. X Ms. Y Ms. Z 	<ul style="list-style-type: none"> [EXAMPLE] PPT presentation of the project in attachment 	[EXAMPLE] Establish a dialogue with 10 schools with the objective to involve at least 3 of them in the implementation of the Clubs
Action 1.2: [EXAMPLE] reach out to teachers to present the project and the Clubs asking for their support for implementation	[EXAMPLE] Teachers in the Facebook group “Association XY for digital education”	<ul style="list-style-type: none"> [EXAMPLE] 4 posts, 1/week, presenting the project results 	[EXAMPLE] At least 50 engagements and establishing a personal contact with at least 5 teachers
Action 1.n:
Objective 2:			
Action 2.1			
Action 2.2			
Action 2.n			
Objective 3:			
Action 3.1			
Action 3.2			
Action 3.n			

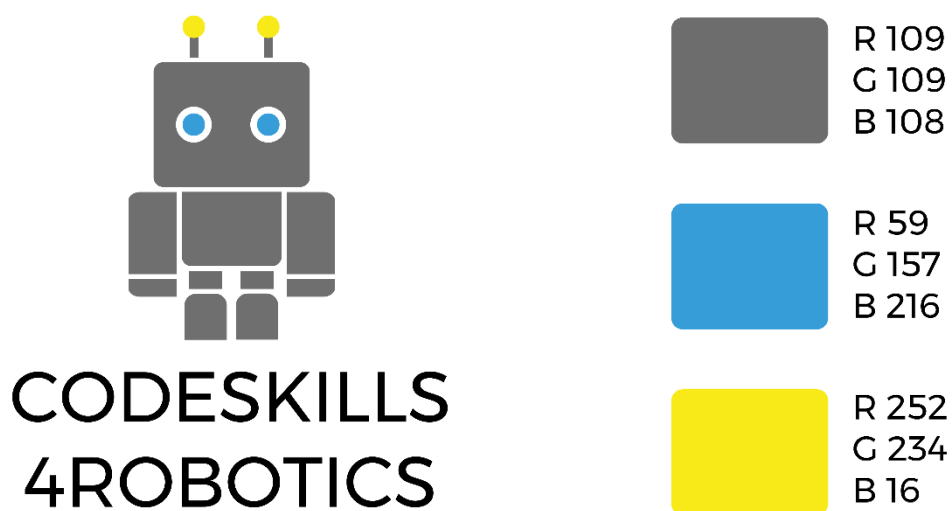
2020	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28
Actions	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Action 1.1												
Action 1.2												
Action 1.n												
Action 2.1												
Action 2.2												
Action 2.n												
Action 3.1												
Action 3.2												
Action 3.n												

5. Useful Tools

Here is a list of communications tools you might find useful in your campaign:

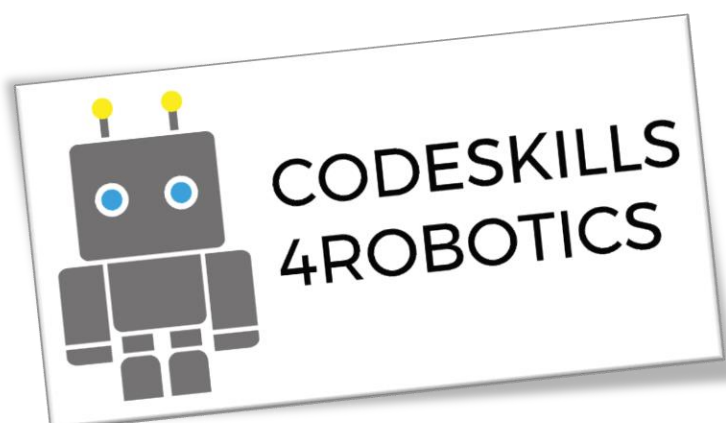
- [Mailchimp](#): creating and sending newsletters; creating landing pages for events; managing contact databases
- [Canva](#): simple, free, user-friendly graphic design software
- [Unsplash](#), [Pixabay](#): royalty-free images
- [Coolers](#): colour schemes generator (here is [CODESKILLS4ROBOTICS palette](#) on Coolers)
- [Flaticon](#): free vector icons
- [Freepik](#): free vectors, stock photos, PSD and icons

/! Always refer to the **project visual identity** before creating new material!



The **logo** is available in various formats on AdminProject under All files / Dissemination Strategy and Materials / Project Logo.

6. Annex I (Memorandum of Digital Commitment for Schools)



MEMORANDUM OF DIGITAL COMMITMENT

We believe...

Programming and computational thinking skills are becoming ever more important in our society and working life. As emphasized by the 2015 New priorities ET2020, **"knowing how to code is empowering**. It allows us to understand the digital world we live in and to shape it. Basic coding skills are essential for accessing the jobs of tomorrow and today".

In light of these recommendations, the CODESKILLS4ROBOTICS project aims to promote **robotics** as an effective introductory channel to programming and other STEM disciplines, as well as a way to develop transversal employability skills such as **problem solving, leadership** and **creativity**.

The CODESKILLS4ROBOTICS project is developing the following resources:

- A [Comparative Report](#) on the status quo of educational robotics in 4 EU countries;
- A [Competence Framework](#) on programming and robotics skills;
- An Educational Back Pack in 2 modules, available both [for download](#) and [on our e-learning platform](#);
- A Toolkit to guide schools in setting up educational robotics classes and Clubs;
- An EU-wide campaign and policy recommendations.

In light of the objectives of the CODESKILLS4ROBOTICS project and of our belief in the current and future centrality of inclusive digital education,

We commit...

- To strive to ensure **equal access**, for all students and at all levels of education, **to STEAM learning opportunities** (Science, Technology, Engineering, Arts and Mathematics), and to guarantee their **inclusiveness** regardless of gender, ability, disability, race, religion, sexuality, socio-economic status or any other difference;
- To encourage the provision of continuous, relevant **teacher training** in order to support the development of teachers' and learners' digital competences;

- To work with parents and other actors in the local community in order to ensure a **holistic approach** towards integrating digital technology in education in a way that best suits students' needs and development;
- To take full advantage of state-promoted funding opportunities and support the adoption of **up-to-date ICT infrastructure** for schools, including higher-capacity broadband and educational robots;
- To encourage the implementation of **educational robotics**, both as a self-standing discipline and in its numerous interdisciplinary applications, either during curricular or extra-curricular hours, as an introductory channel to STEAM subjects that is sure to spark the interest of young minds;
- To strive for the implementation of **innovative assessment methods** (including self-assessment and formative assessment) by exploiting the potential of digital technology to understand learners' needs in the digital age.

We hereby agree to include the name of our school in a public list of signatories until the end of the project lifetime and to identify the following person as CODESKILLS4ROBOTICS Ambassador. They will be the first to be informed about upcoming project-related opportunities (pilots, events, competitions etc.), and they will represent the point of contact between their school and the CODESKILLS4ROBOTICS project, also allowing for direct support in case clarifications on any of the project-related tools and materials are needed.

School name

Country

Ambassador name and surname

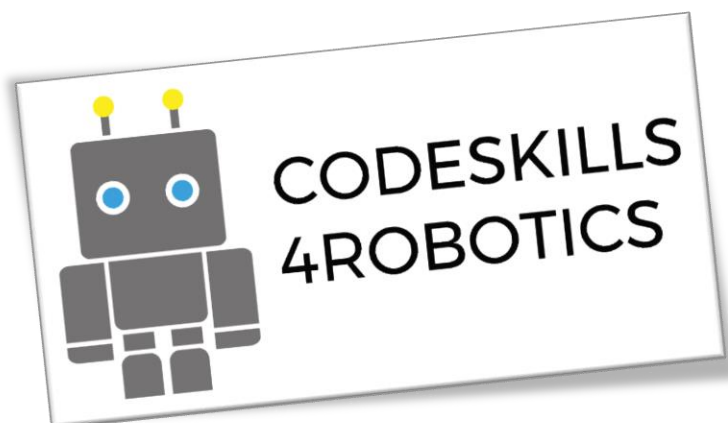
Position in school

Email address

☐ Tick this box if you would like to receive updates about the CODESKILLS4ROBOTICS project through our newsletter.

☐ GDPR Agreement: I consent to having the CODESKILLS4ROBOTIC Consortium store my submitted information for the duration of the project.

7. Annex II (Memorandum of Digital Commitment for Organisations)



MEMORANDUM OF DIGITAL COMMITMENT

We believe...

Programming and computational thinking skills are becoming ever more important in our society and working life. As emphasized by the 2015 New priorities ET2020, **"knowing how to code is empowering**. It allows us to understand the digital world we live in and to shape it. Basic coding skills are essential for accessing the jobs of tomorrow and today".

In light of these recommendations, the CODESKILLS4ROBOTICS project aims to promote **robotics** as an effective introductory channel to programming and other STEM disciplines, as well as a way to develop transversal employability skills such as **problem solving, leadership** and **creativity**.

The CODESKILLS4ROBOTICS project is developing the following resources:

- A [Comparative Report](#) on the status quo of educational robotics in 4 EU countries;
- A [Competence Framework](#) on programming and robotics skills;
- An Educational Back Pack in 2 modules, available both [for download](#) and [on our e-learning platform](#);
- A Toolkit to guide schools in setting up educational robotics classes and Clubs;
- An EU-wide campaign and policy recommendations.

In light of the objectives of the CODESKILLS4ROBOTICS project and of our belief in the current and future centrality of inclusive digital education,

We commit...

- To support a vision of digital education where **technology is carefully integrated** - and not “dumped” for its own sake - **into education systems**, based on the belief that digital technology can support and enhance people’s learning if it is incorporated in a purposeful and strategic way;
- To embrace a **learner-centered approach** to digital education which seeks to empower learners by taking into account their needs rather than adhering solely to the needs of an increasingly digitalised labour market;
- To aspire for **cross-sector cooperation** by building bridges between formal, non-formal and informal learning in order to foster innovative and inclusive approaches to meeting learners’ needs;

- To advocate for **increased support for teachers and educators** involved in the implementation of digital technology in learning environments, including calls for investments in their competences and initial and continuous professional development;
- To advocate for **equal access**, for all students and at all levels of education, **to STEAM learning opportunities** (Science, Technology, Engineering, Arts and Mathematics), as well as for their **inclusiveness** regardless of gender, ableness, race, religion, sexuality, socio-economic status or any other difference;
- To being active advocates for **inclusion** as the **key guiding principle** for policies on digital education at national, European and international level, placing particular emphasis on the implementation of **educational robotics** as a flexible, effective and interdisciplinary introductory channel to STEAM subjects.

We hereby agree to include the name of our school in a public list of signatories until the end of the project lifetime and to identify the following person as CODESKILLS4ROBOTICS Ambassador. They will be the first to be informed about upcoming project-related opportunities (pilots, events, competitions etc.), and they will represent the point of contact between their school and the CODESKILLS4ROBOTICS project, also allowing for direct support in case clarifications on any of the project-related tools and materials are needed.

Name of the organisation**Country****Ambassador name and surname****Position in the organisation****Email address**

☐ Tick this box if you would like to receive updates about the CODESKILLS4ROBOTICS project through our newsletter.

☐ GDPR Agreement: I consent to having the CODESKILLS4ROBOTIC Consortium store my submitted information for the duration of the project.

8. Annex III (Visual Material)

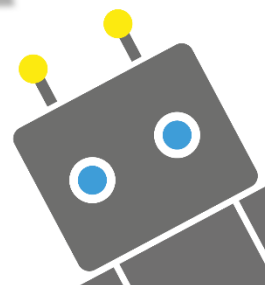
1

CODESKILLS
4ROBOTICS

**COMPARATIVE
REPORT**

&

**COMPETENCE
FRAMEWORK**



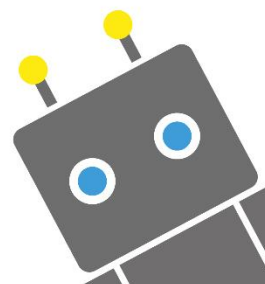
2

CODESKILLS 4ROBOTICS

EDUCATIONAL BACK PACK

WITH

4 CREATIVE
SCENARIOS



3

CODESKILLS 4ROBOTICS

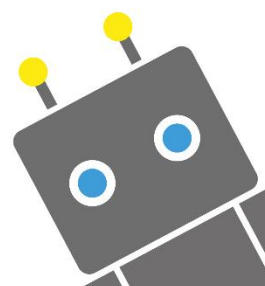
OPEN BADGES (DIGITAL CREDENTIALS)



4

**CODESKILLS
4ROBOTICS**

**INTERACTIVE
PORTAL
&
MOBILE
APP**

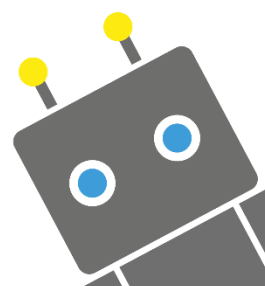


5

**CODESKILLS
4ROBOTICS**

**TOOLKIT
FOR**

**DIGITALSKILLS@
SCHOOL CLUBS**

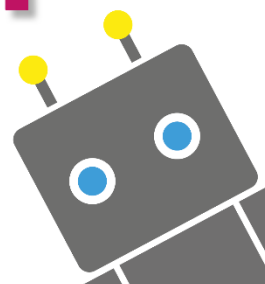


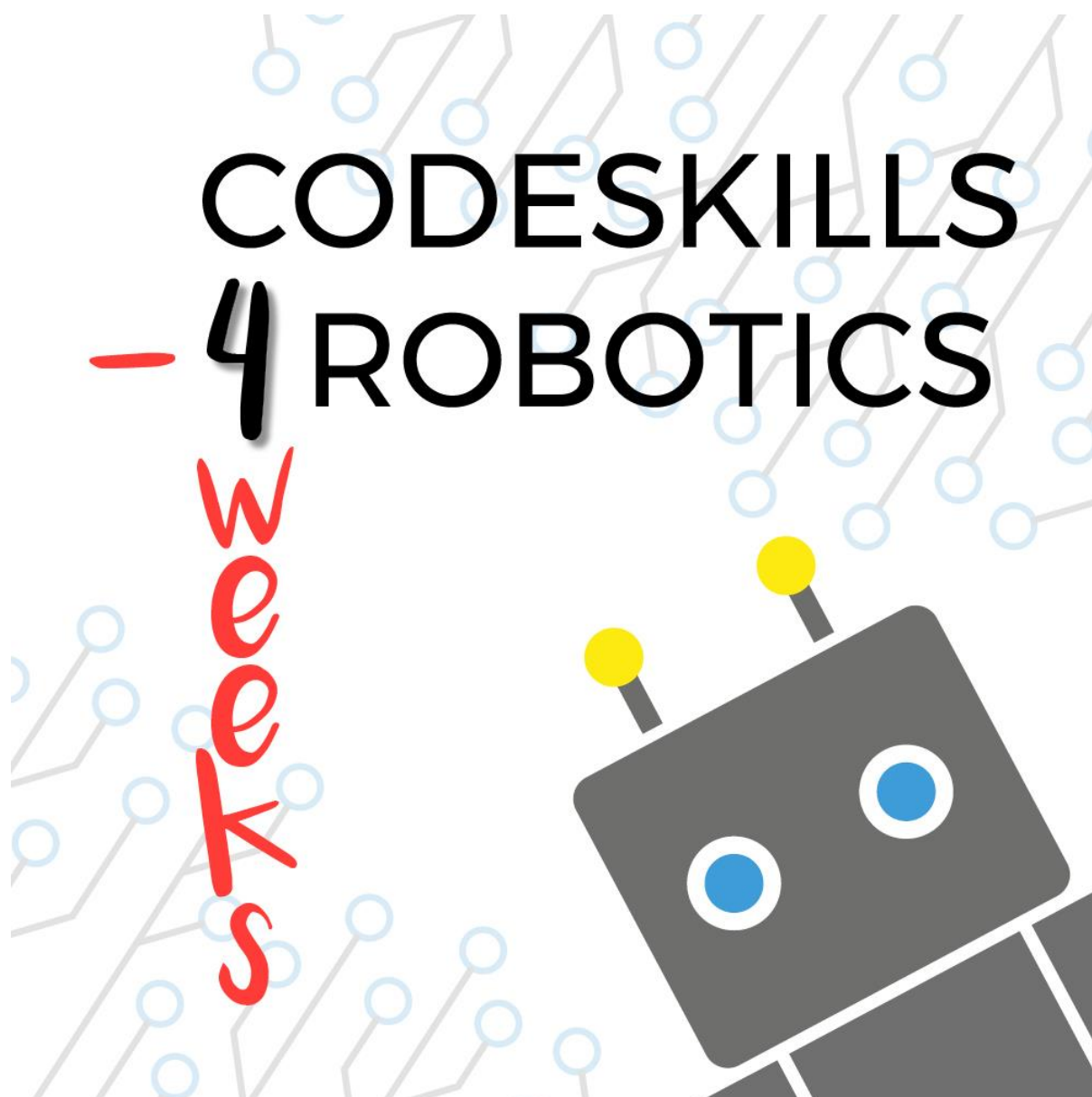
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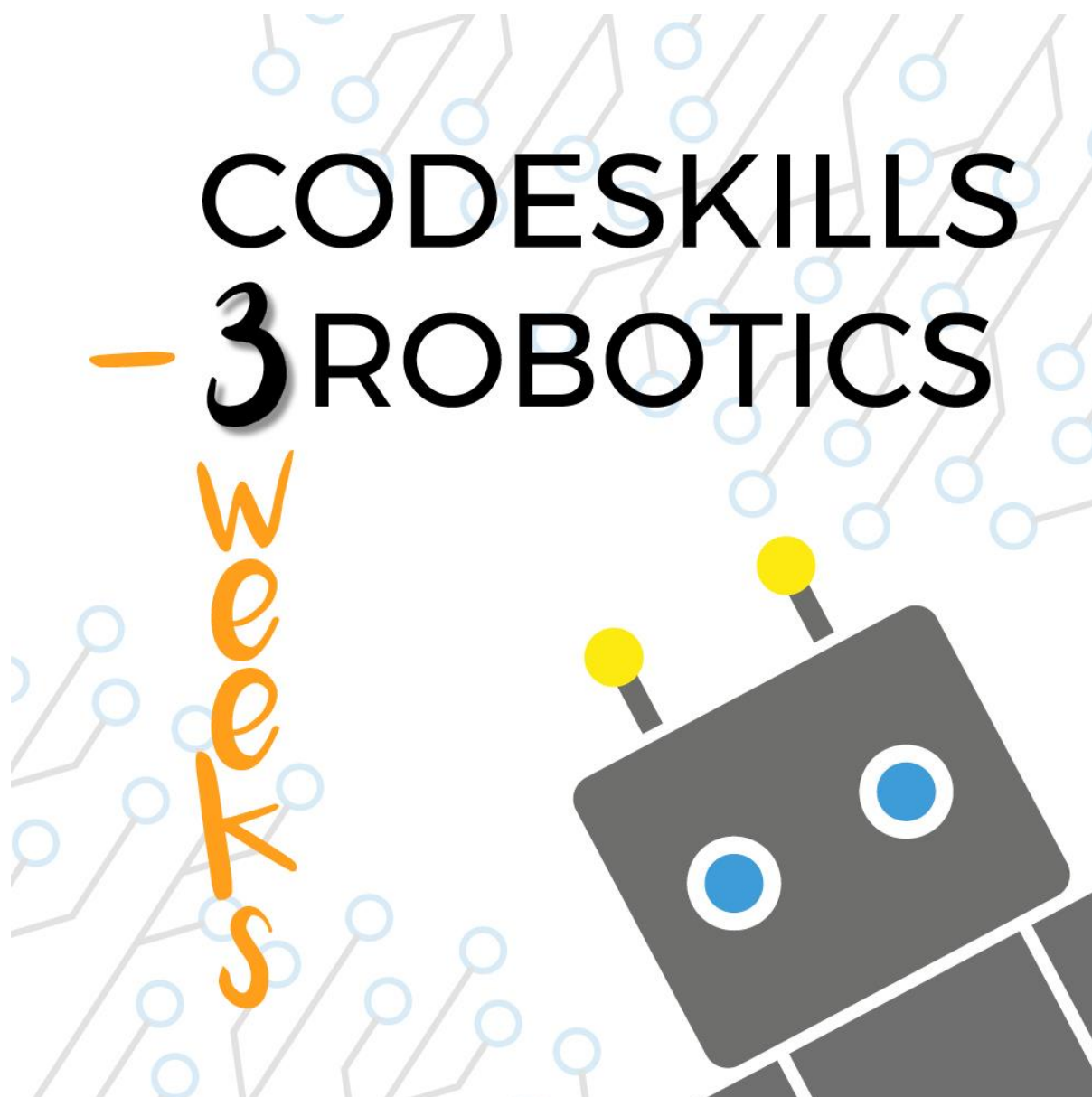
CODESKILLS 4ROBOTICS

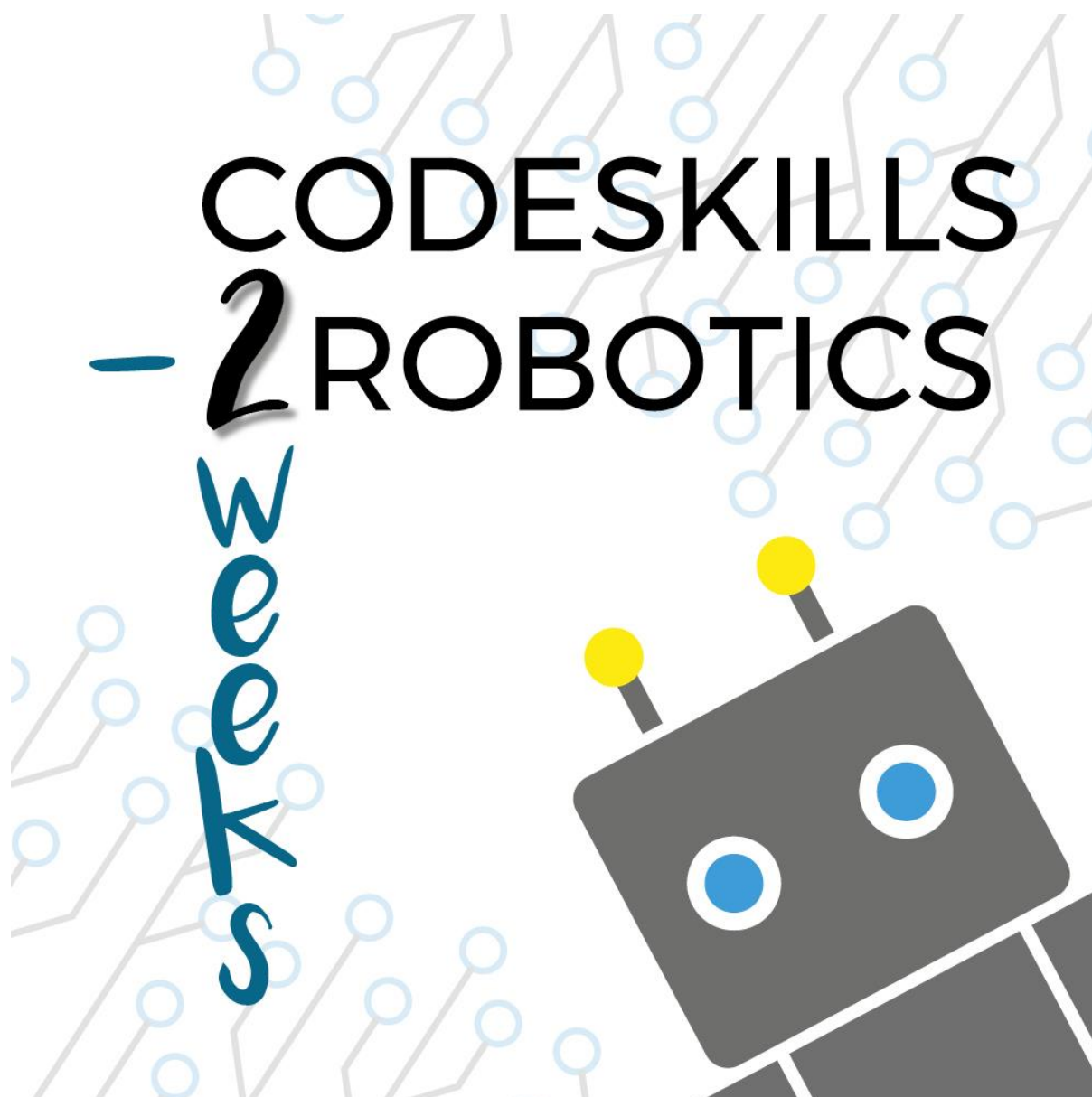
POLICY RECOMMENDATIONS

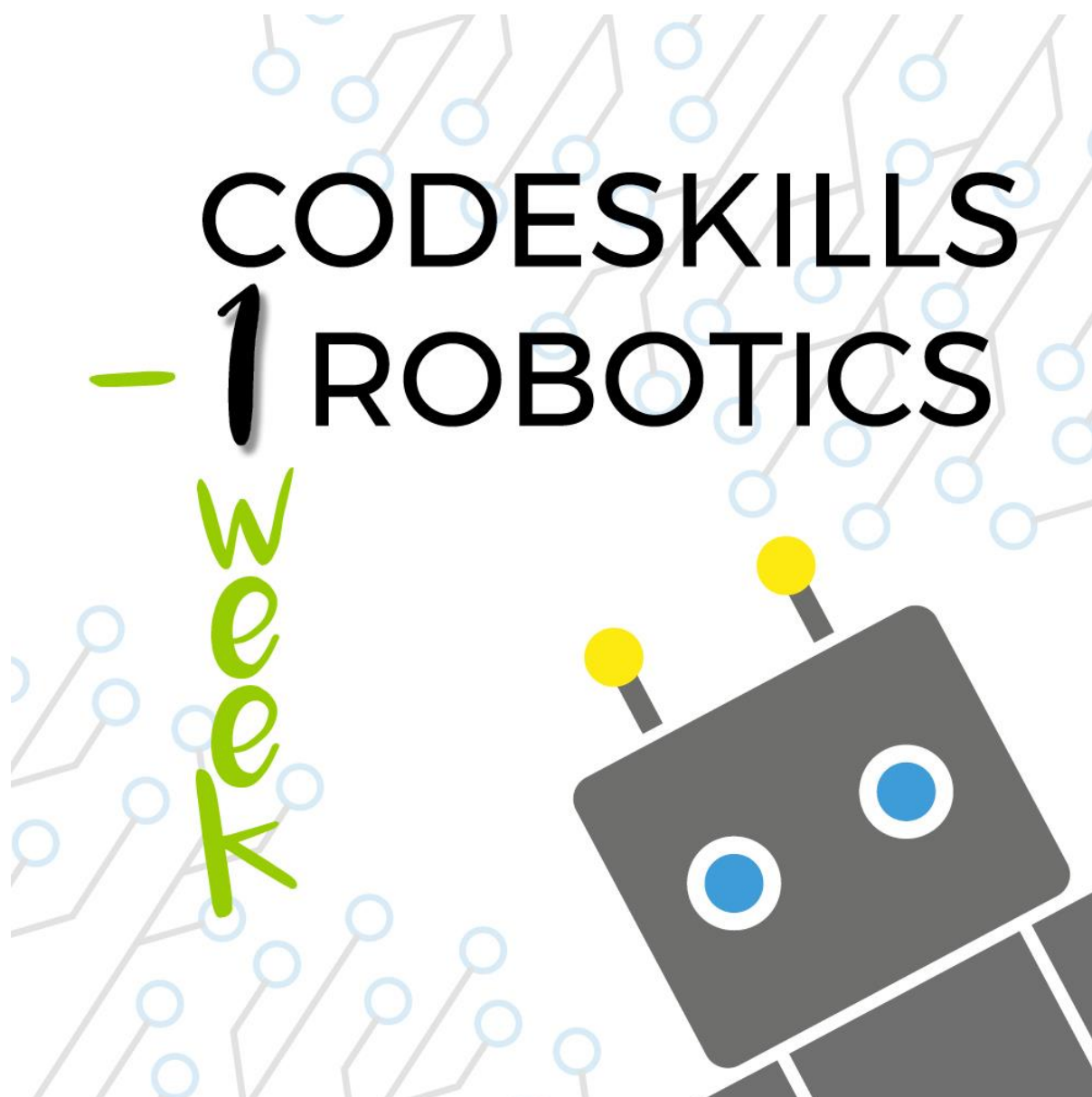
UPSCALING & SUSTAINABILITY





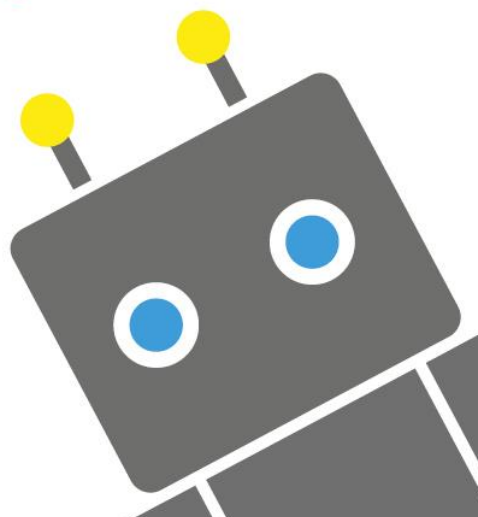




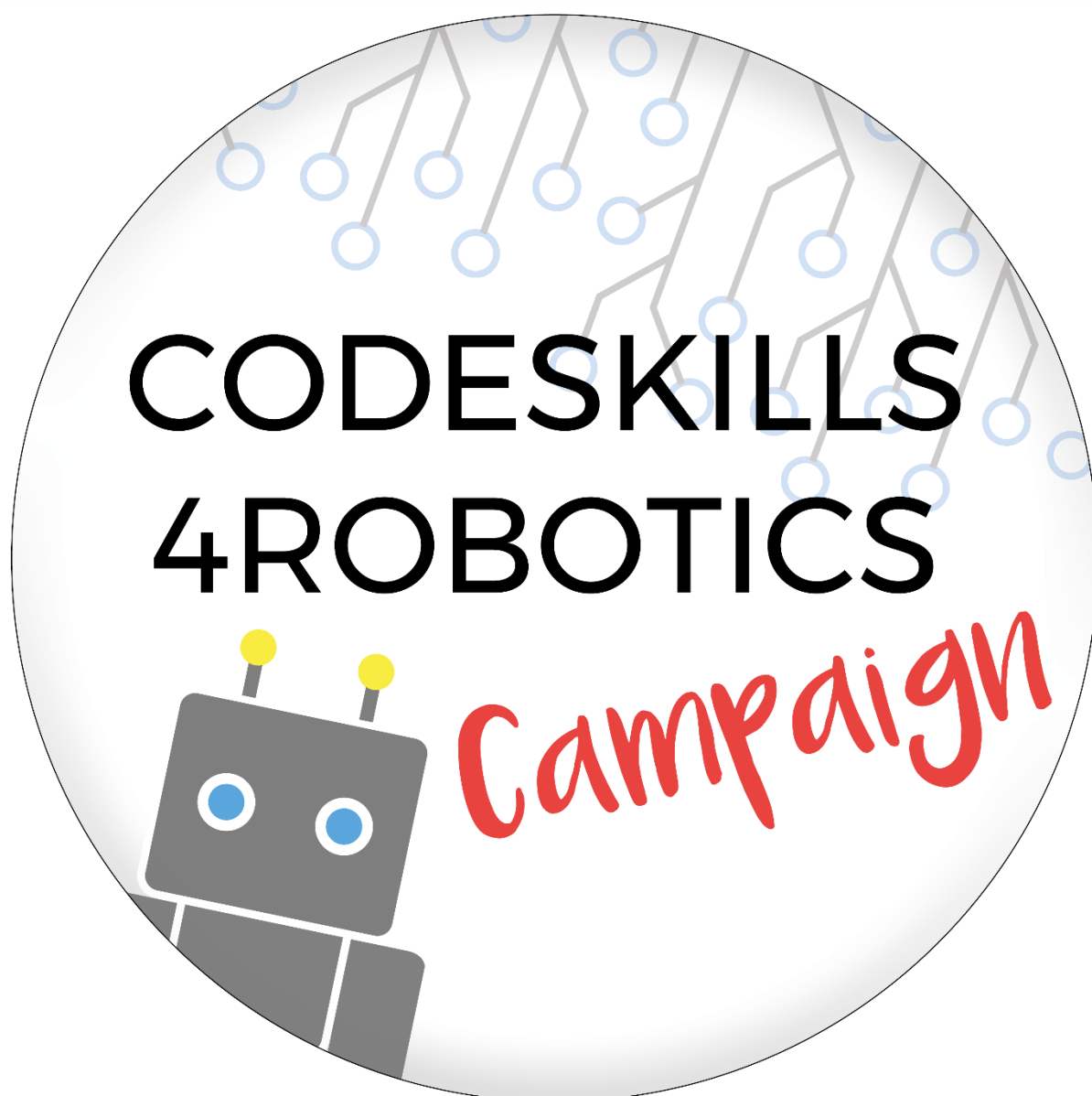


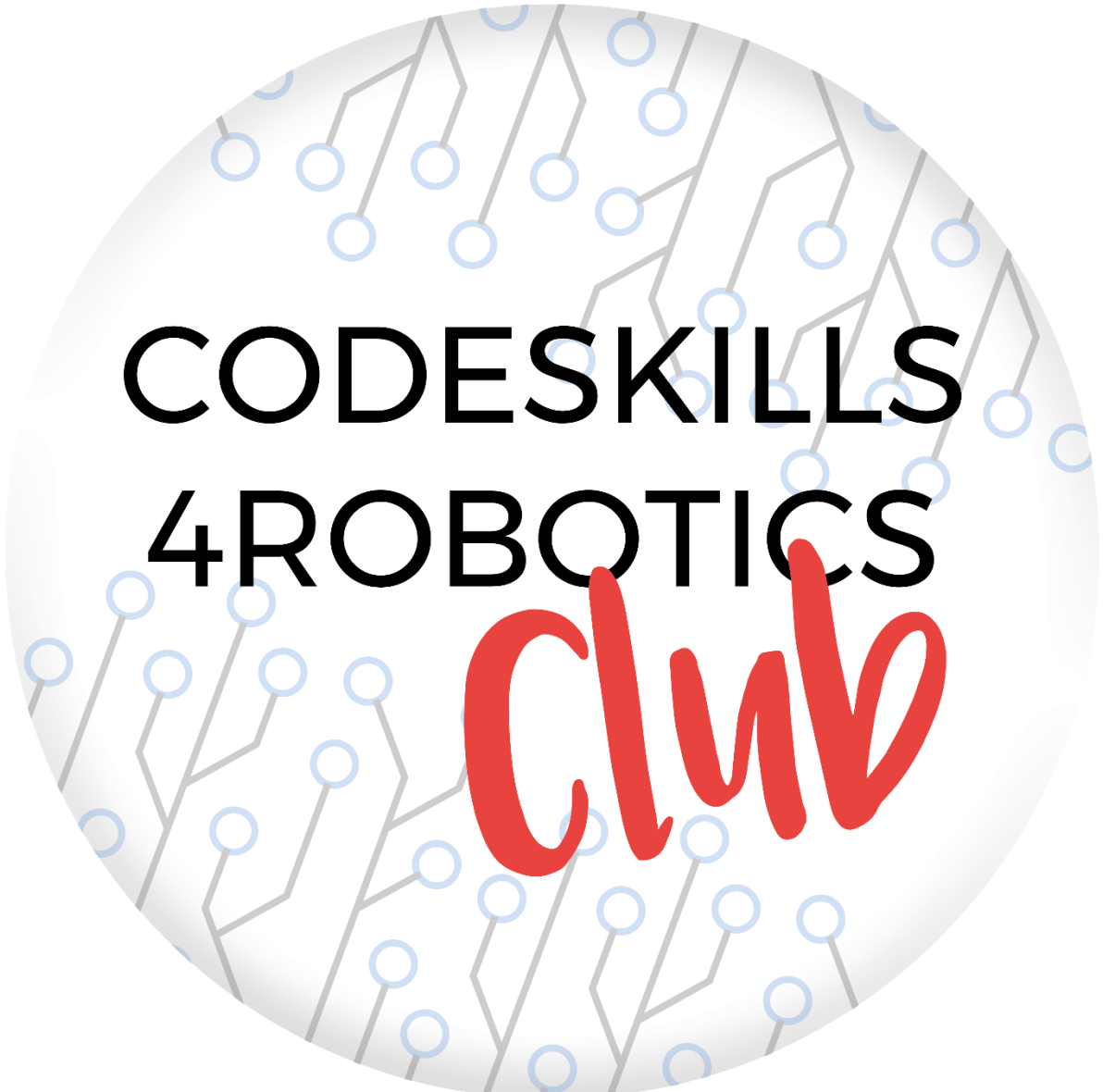
CODESKILLS 4ROBOTICS

tomorrow...



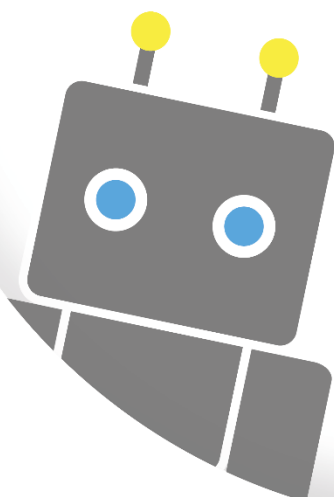






CODESKILLS 4ROBOTICS *Club*

CODESKILLS 4ROBOTICS



Club

CODESKILLS 4ROBOTICS

