



Module 3 – Topic 2

Internationalization abroad – Advanced level

Topic 2: Promotion of mobilities

Who is my target?
How can I reach it?





Dissemination & Communication plan

- ☐ To inform, promote and disseminate
- ☐ To define your target group(s)
- ☐ To present your tools (website, newsletters, social media, events...)
- ☐ To set your timetable

Step in: <https://www.erasmusplus.org.uk/promotion-and-dissemination>

Staff

Make your *colleagues* the *best witnesses*: ask them to write VET stories, do some interviews, let them express themselves and spread their voice.

The word of mouth is the best weapon!

Read here 5 tips for sharing your Erasmus+ story:
<https://www.erasmusplus.org.uk/blog/five-tips-for-sharing-your-erasmus-story>

Two experiences. Two cultures. Two ways of observing.



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As a teacher I was hosted at Friesland College in the Netherlands. An excellence in Dutch VET: close relationship with local companies and middle school. The goal is to create European worker-citizens. Companies are an integral and decisive part of each student's career development. Back to Italy I was able to implement some of the educational strategies within the CFP Canossa of Bagnolo Mella (Brescia - Italy), improving the VET offer.

As a tutor I accompanied six students to Valencia in Spain. They were hosted in the local families and worked daily in pastry shops. I understood how fundamental these experiences abroad are for our students. In terms of work: they acquired numerous skills and were able to compare different approaches to pastry. In relational terms: they were hosted in a family, they made effective use of language skills and understood the cultural tradition of a new country. They left as inexperienced teenagers and returned with a wonderful background of growth.

I will continue to include more and more teachers and students.



Examples

- https://ec.europa.eu/social/vocational-skills-week/first-journey-never-forget_en
- https://ec.europa.eu/social/vocational-skills-week/two-experiences-two-cultures-two-ways-observing_en

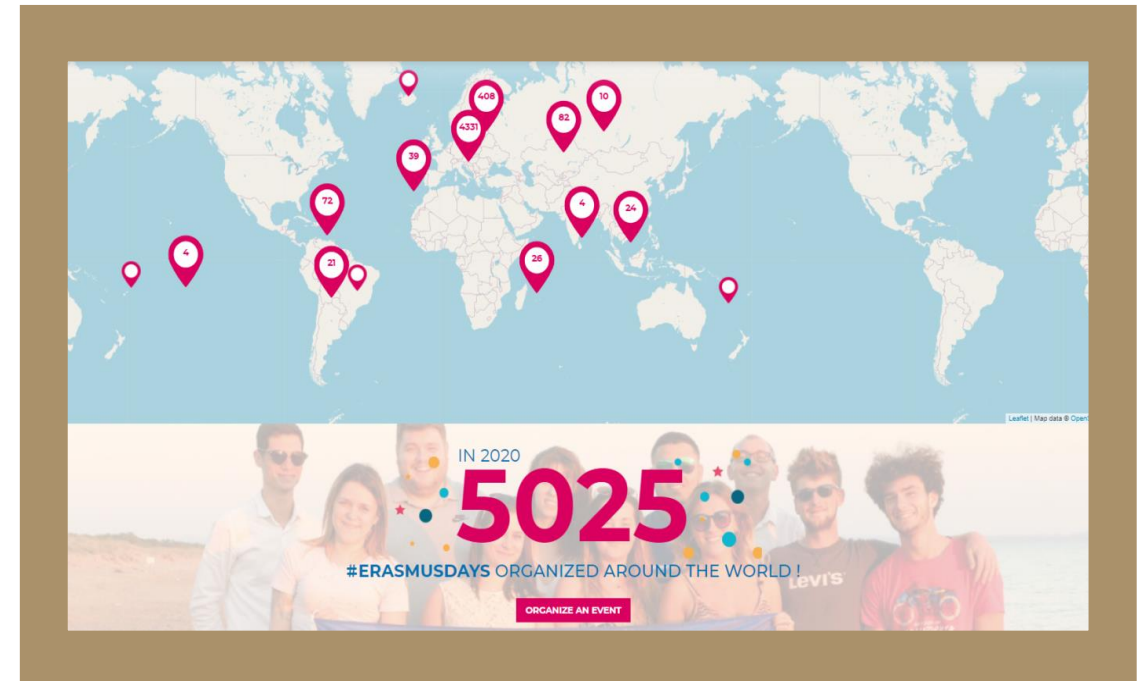


Students

Also *students* can be *your witnesses*:
organize an event and invite previous
participants.

ErasmusDays are a very good
moment to promote your projects and
mobilities.

Collect pictures, edit a video and post
them on your social networks:
Instagram and *TikTok* are the
channels most used among teens.





Examples

- <https://www.youtube.com/watch?v=t93jw3tLuE0>
- https://ec.europa.eu/social/vocational-skills-week/one-day-ill-be-erasmus-girl-now-i-am_en



Families

Your students want leave but their *families are still doubting*: organize a meeting and *give them all the information they need*.

Remember, Erasmus mobilities can be a plus of your school: when you are presenting the school offer, don't forget the international possibilities.





Other stakeholders

You may need to inform other stakeholders: lower secondary schools, institutions, companies etc.

Your website is the window on your school, but other tools can be used as well: traditional media like *newsletters*, *newspapers* or *local TV*, but also *fairs*, *open days* and other events.





Examples

- <https://www.youtube.com/watch?v=B5LF63XTYNw>

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Canossiane: la Scuola di Formazione Professionale sperimenta lo stage Erasmus

Michielan: "Siamo fieri di poter offrire per primi questa possibilità. Essere immersi in un contesto lavorativo di un altro paese consente di arricchire il proprio bagaglio di competenze"

 Redazione

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APPROFONDIMENTI

I più letti di oggi

-  1 Incendio nell'ex pizzeria abbandonata, morto un clochard
-  2 Si schianta con l'auto in rotatoria: 41enne grave in ospedale
-  3 Lutto nella famiglia Zoppas: a 69 anni si è spenta Patricia Driehuizen, moglie di Renzo
-  4 Il mondo della musica piange il cantante Adriano Gagno, morto a soli 65 anni



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