Marketing Plan

Creative learning environments
– Schools building competences to lead and learn in a rapidly changing world 2012-2013

Purpose
- CreatLearn is a South Baltic cooperation of 5 municipalities, their education administrations and pilot schools, art and culture NGOs, university and the UBC Commission on Education testing and implementing creative learning environments.
- CreatLearn partners want to demonstrate interfaces, opportunities and experiences that have potential for meeting the changing educational expectations and produce good practices on cooperation, methods and teaching tools and research results.

Background
Our education system need to develop. Innovations need to be implemented by the promotion of convincing arguments. Component 2 is essential to initiate a paradigmatic shift in the mind-sets of all involved stakeholders in education system. It is dedicated to spread the project activities, developed solutions and results widely to key actors in education systems in South BSR by setting up specific communication channels and promotion media.

Results
- Cross-border cooperation networks between education departments, school managements, teachers and art and culture NGOs, university.
- Open access online Resource Centre.
- South-baltic teacher trainings and multiplication of creative education methods.
- Pilot classroom projects as show cases and best practices on creative education.
- Inspirations and newly developed tools and method spread via teacher trainings, education, conferences, online resource centre, school arena workshops, inspiration book, UBC network.
- Verified arguments to promote education reform among decision makers.

Target groups
- Students, teachers and school managements in their daily practice at school.
- Education administrations and decision makers, education research at university level, art and culture NGOs as creative expertise pool,
- The wider South-BSR education system stakeholders and the general public.
Communication and dissemination - schedule

Purpose
To achieve goals about sharing and disseminate knowledge cross the borders, exchange experience by building networks and digital resource centre and creating an unique Inspiration book. The Creatlearn project is dependent how the communication between the local partners works and how the local projects get disseminated.

1. Corporate Identity and website

Target group
General public involving all special target groups

Content
Project logo and website as open-access Online Resource Centre, interactive knowledge sharing platform and set up of social media discussion groups (Engl)

Outputs
- 1 design manual and 1 joint interactive open-access online resource centre (Engl)
- 1 interactive discussion group for the South Baltic teachers' community (Engl)
- Promotion of online resource centre via 15 cross-weblinks in 4 countries (LT, SE, DE, DK)

Activity plan
Use the website and the blog, publish your experience and share www.creatlearn.org
- Write, take photos, make films about the local Creatlearn projects and publish it on our website blog www.creatlearn.org. For exchange, inspiration and documentation. The blog is the basis for our common Inspiration book. tips on cultural experts including a link to their website.

Use social media - share your knowledge with other cross-border partners on Facebook.
- Join the closed Facebook-group Creatlearn for discussions, exchange and talks.

Responsible: Local partners – teachers.

Use the partner’s logbook and publish one report from each local partner.
About local Creatlearn project according to the five categories at the website.
1. Description, Deadline 11th of June 2012.
3. Project activity Deadline the beginning of 2013.
4. Local and international seminars. Deadline the beginning of 2013.

Responsible: Local partners - Educational manager

Time schedule
Period 1 and period 2 in 2012 and 2013.
2. Public Relations and Media coverage

Target group
Decision makers, politicians, general public

Content
Press releases and e-newsletters on activities and results

Outputs
- 4 e-newsletters published and disseminated to target groups (Engl)
- 20 press releases and articles published

Activity Plan
**Tell about your local project through media by writing a couple of Pressreleases.**
- Write and take photos and make your own pressreleases in your own language. Publish it and medialogs on our website www.creatlearn.org.

**Responsible: Local partners**

**Let everybody know what you are doing by sending Newsletters**
Riksteatern write newsletters and the local partners are then responsible to send it to target groups.

**Responsible: Riksteatern and local partners**

Time schedule
Period 1 and period 2 in 2012 and 2013

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3. Publications, teaching tool kit

Target group
South BSR teachers and university teacher training

Content
Publication of teaching material and best practices and translation into partners’ languages

Outputs
- 4 translated materials (in LT, DE, SE, DK)

Activity Plan

Time schedule
Period 1 and period 2 in 2013.
4. Common print media

Target group
South BSR teachers, decision makers and politicians

Content
Common print media: inspiration book on best practices for promotion towards BSR teacher community, school managements, politicians, etc.

Outputs
- 1 joint inspiration book on project outputs disseminated to target groups (Engl)

Activity Plan

Time Schedule
Period 1 and period 2 in 2013

5. Presentations, workshops, seminars

Target group
South BSR teachers, decision makers and politicians

Content
Presentations at South BSR teacher trainings, at regional, national and EU education seminars and conferences

Outputs
- Presentation of project results at 4 teacher trainings (in LT, DE, SE, DK)
- Presentation of project results at 4 education seminars and conferences (in LT, DE, SE, DK)

Activity Plan

Time Schedule
Period 1 in 2012 and period 1 in 2013

6. Postcard campaign - How do I like to learn at school

Target group
National and regional decision makers in education ministries

Content
Cross-border postcard campaign: send to education ministries around the South Baltic area: "How do I like to learn at school"

Outputs
- 1 postcard campaign with min. 50 postcards per country sent to 4 national and regional education ministries
‘Activity Plan

Postcard Campaign
Texts will be done by Riksteatern which will be about three lines describing the project and the partners will add a local message from their pupils which will be five different texts in 4 languages. Riksteatern shall make rough guidelines about where to send the postcards.

Riksteatern is responsible for establishing:
A plan for the Post Card Campaign and recommendations about where they can be send.
The postcards must include:
- Local images, local picture, local subtitles, three rows of the project.

**Responsible: Riksteatern for one part and local partners for one part.**

**Time Schedule**
Period 1 and period 2 in 2013

www.creatlearn.org