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Project: 2023-2-BG01-KA210-SCH-000185374

Communication and dissemination strategy





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GirlsGoGreen (GGG)

Project: GirlsGoGreen(GGG)

Guiding Secondary Education Girls towards Green Jobs through Challenge - Based Learning

Coordinator: ALDA Association/Bulgaria

For: 12 months, 2024

ID: KA210-SCH - Small-scale partnership in school education (KA210-SCH)

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GirlsGoGreen (GGG)

Strategy objectives



1. Increase project visibility and public engagement
2. Promote educational activities and outcomes to a broader audience
3. Foster connections with stakeholders and potential partners



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GirlsGoGreen (GGG)

Target audience



1. Primary: Students, teachers, and educational institutions in the EU
2. Secondary: NGOs, environmental organizations, and local communities



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GirlsGoGreen (GGG)

Communication channels



1. Project channels: official website www.girls-go-green.com &
<https://www.facebook.com/profile.php?id=61559008114836>

2. Partnering organisations channels:
ALDA: <http://alda-association.com/> &
<https://www.facebook.com/profile.php?id=100081751756686>

Platon School:
www.platon.edu.gr & <https://www.facebook.com/PlatonSchools>
<https://www.instagram.com/platonschools/> &
<https://www.linkedin.com/school/platon-schools/>

IAFL: <https://iafl.meb.k12.tr/> &
https://www.instagram.com/iafl_erasmusprojects?igsh=NDZkeGg2YjkyMXZ6



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Key messages



- Empowering girls with green skills through innovative educational methods
- Promoting I- STEM education and sustainability practices
- Highlighting the role of young women in the green economy



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GirlsGoGreen (GGG)

Social media posts hashtags

#GirlsGoGreen - a straightforward and catchy hashtag that directly references the project name, making it easy to remember and search for.

#GreenSTEMGirls - highlights the focus on empowering girls in STEM fields with a specific nod to environmental and sustainability education.

#EcoEdu - a concise hashtag that encapsulates education in ecological and environmental sustainability.

#FutureGreenLeaders - emphasizes the project's goal of nurturing future leaders who are versed in green technologies and sustainable practices.

#STEM4Girls - focuses on promoting STEM education among girls, a core objective of the project.

#WomenInGreen - celebrates and promotes women's involvement in green jobs and sustainability-focused careers.

#SustainableSchools - aligns with the project's aim to integrate sustainability into educational institutions and curricula.

#ErasmusPlusImpact - connects the project to the broader Erasmus+ community, showcasing its impact and linking it with other initiatives under the same program.

#ChallengeBasedLearning - highlights the innovative teaching method used in the project, which is central to engaging students in practical and impactful learning.



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Posts/ Articles timeline

