Atollo Project
Breaking barriers,
building futures

Communications Strategy

Atollo Project

Contents

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About the Atollo project

The Atollo project aims to empower learners with disabilities by creating inclusive digital materials. Through a consortium of partners from Croatia, Bulgaria, Austria, Germany, Iceland, Norway, Ireland and Australia, including an EdTech company, universities, schools for children with SEN, public authorities, and NGO, we will analyse and compare existing programs, develop innovative digital tools and create high-quality digital educational content. We will pilot and test the digital materials and evaluate their implementation and then focus on the improvement of developed digital materials based on the feedback from the learners, teachers and experts. The result of the scientific evaluation of the use of digital materials will be an inclusive digital education toolkit that will contain advice and instructions for everyone who works with it, and uses digital educational materials for children SEN.

We will use a user-centred design approach to ensure that the materials are accessible and inclusive for learners with various types of disabilities. This iterative process of improvement will help us create digital materials that are effective and engaging. Furthermore, the project will provide capacity building for teachers to use developed digital materials effectively. The expected results include a cutting-edge set of digital learning materials, capacity building for teachers and an inclusive digital education toolkit for policymakers and education institutions. We will share our findings and outcomes through various channels to reach a wider audience, including policymakers and education institutions, and create awareness about the importance of inclusive digital materials for learners with disabilities. The project will have a direct impact on the involved schools and their learners as well as a broader impact on the underrepresented group of children with disabilities, their educators and wider academic community through research paper derived from this project.

The communication strategy, outlined in Work Package 5 (WP5) for dissemination and European impact, is aimed at achieving extensive and effective outreach to ensure visibility of the project and its objectives among all relevant stakeholders. The strategy is designed to detail the overall promotional planning, outline specific communication campaigns, and describe activities intended to engage the target audience. It leverages the capabilities and networks of the Consortium partners, with close cooperation between the Consortium team, WP5 leaders, and co-leaders.

Specifically, WP5 is dedicated to creating a supportive pan-European educational ecosystem and facilitating the widespread adoption of innovative digital education practices tailored for SEN learners. Key activities within WP5 include:

- T5.1 Communications Strategy & Suite of Communications Materials: Matrix, in coordination with Profil Klett and all partners, will develop a comprehensive communications strategy to promote the project's outcomes and impact. This includes the creation of a suite of communications materials such as press releases, brochures, and social media posts to

effectively communicate the project's objectives, results, and benefits to a broad audience. The aim is to raise awareness and understanding of the project's impact and encourage widespread adoption of the developed guidelines and digital educational content.

- T5.2 Set Up Digital Marketing Channels, Tools, and Websites: Matrix will establish and maintain digital marketing channels, tools, and a project website to promote the project's outcomes and impact. This will enhance the visibility of the project and its outputs and encourage adoption of the developed guidelines and digital educational content.

- T5.3 Advocacy Campaign: This activity will focus on promoting the project's results and encouraging widespread adoption of the guidelines and digital educational materials. Matrix will develop a comprehensive communication strategy and suite of communication materials to reach a wide audience across Europe and beyond. An essential part of the campaign will be the creation of case studies and good practice examples that showcase the benefits of using the project's guidelines and digital educational materials. These examples will be shared through various communication channels to illustrate the positive impact of the project's results on learners with disabilities.

- T5.4 Final Conference: The Final Conference will serve as the culmination of the project, providing an opportunity for the project team to share the results and outcomes with a broader audience. The conference will bring together stakeholders from across the education sector to discuss and network, allowing for the exchange of experiences and best practices in supporting learners with disabilities. It is expected to attract about 100 participants from across Europe and beyond.

Overall, WP5 aims to develop a robust communication framework, promote the Atollo Project's innovative approaches, forge strong partnerships, and monitor outreach efforts to ensure the successful integration of digital education solutions for learners with special needs throughout Europe.

The Atollo project Consortium

The Atollo project consortium is an Erasmus Partnerships, bringing together 12 partners.

	Partner	Acronym	Country
1	PROFIL KLETT D.O.O.	PK	HR
2	SVEUČILISTE U ZAGREBU	UNIZG ERF	HR
3	HOGSKOLEN I INNLANDET	INN UNI	NO
4	REGIONALEN TSENTAR ZA PODKREPA NA PROTSESA NA PRIOBSHTAVASHTO OBRAZOVANIE SOFIA GRAD	RCSIE	BG
5	ŠKOLA ZA ODGOJ I OBRAZOVANJE PULA	STE PULA	HR
6	HASKOLI ISLANDS	UI	IS
7	MATRIX INTERNET APPLICATIONS LIMITED	MATRIX	IE
8	PADAGOGISCHE HOCHSCHULE OBEROSTERREICH	PH OOE	AT
9	Ministarstvo rada, mirovinskoga sustava, obitelji i socijalne politike	MRSOP	HR
10	STADT FRANKFURT AM MAIN DER MAGISTRAT, CHARLES HALLGARTEN SCHULE IN GERMANY	CHS	DE

No	Associated Partner	Acronym	Country
10	Central Queensland University	CQU	AU
11	NATSIONALNA ASOTSIATSIA NA RESURSNITE UCHITELI	NART	BG

The Atollo Project, an innovative initiative designed to revolutionise digital education for learners with special educational needs, is supported by a consortium of distinguished partners from across the globe. This consortium brings together a diverse group of institutions, each contributing unique expertise and resources critical for the project's success. Here we introduce the key partners involved in this transformative project:

- Profil Klett (PK): Based in Croatia, Profil Klett D.O.O. is leading the consortium, coordinating efforts to merge educational technology with inclusive practices. Their extensive experience in educational publishing and digital content development sets a solid foundation for the project's objectives.

- University of Zagreb (UNIZG ERF): The Faculty of Education and Rehabilitation Sciences at the University of Zagreb, Croatia, brings its specialised knowledge in rehabilitation and inclusive education, ensuring that the project's outputs are grounded in the latest research and tailored to meet learners' needs.

- Inland Norway University of Applied Sciences, Rena (INN UNI): Known for its innovative educational programs, INN UNI contributes expertise in digital learning platforms and instructional technology, pivotal for developing accessible educational tools.

- Regional Center for Support of the Inclusive Education Process, Sofia (RCSIE): This Bulgarian institution is instrumental in integrating the project's innovations into educational practices, ensuring that inclusive education methodologies are disseminated effectively throughout the region.

- School of Education - Pula (STE Pula): Specialising in education for children with disabilities, STE Pula provides essential insights into the practical needs and challenges faced in special education settings in Croatia.

- University of Iceland (UI): With a strong focus on inclusive education, the University of Iceland lends its expertise in educational research to evaluate the effectiveness of the digital tools and content developed, ensuring they are suitable for diverse learning environments.

- Matrix Internet Applications Limited (Matrix): This Irish tech company is tasked with developing the digital infrastructure for the Atollo Project, including websites and digital marketing channels, crucial for the dissemination and uptake of the project outputs.

- University of Education Upper Austria (PH OOE): A leader in teacher education, PH OOE offers valuable expertise in curriculum development and professional training, essential for the project's goal to enhance the competencies of educators working with SEN learners.

- Ministry of Labour, Pension System, Family and Social Policy (MROSP): This Croatian governmental body ensures that the project aligns with national and European policies on social inclusion and education, facilitating the integration of project outcomes into mainstream educational practices.

- Central Queensland University (CQU): Bringing an international perspective from Australia, CQU enhances the project with its research in digital education and its global impact, ensuring the project's applicability and relevance in diverse educational contexts.

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- National Association of Resource Teachers (NART): Based in Bulgaria, NART is crucial for the grassroots dissemination and adoption of the project's methodologies, with its extensive network of professionals working directly in special education.

Together, these partners form a robust network, each enhancing the project through their specialised roles and collective commitment to fostering inclusive education. The Atollo Project benefits from this rich collaboration, poised to make significant advancements in digital education for learners with special educational needs across Europe and beyond.

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Communications Strategy

Introduction to the Communications Strategy of the Atollo Project

The Atollo Project is a transformative initiative designed to enhance digital education for learners with special educational needs (SEN) across Europe. By developing, evaluating, and disseminating innovative digital tools and educational content, the Atollo Project aims to improve learning outcomes and accessibility for SEN learners. This initiative is crucial in ensuring that digital education reaches all corners of the learner spectrum, particularly those who are most in need of bespoke educational solutions.

The overall communications strategy for the Atollo Project is designed for broad and effective outreach to target audiences, ensuring the visibility of the project and its objectives among all relevant stakeholders. This strategic visibility is essential for fostering the adoption of the developed digital educational guidelines and content across Europe. The communication strategy leverages the strengths and networks of the project partners and involves close collaboration among the Consortium team, with a particular focus on Work Package 5 (WP5) leaders.

Outlined within the framework of Work Package 5 (WP5) for dissemination and European impact, the communications strategy aims to present a cohesive plan for promotional activities using the RACE (Reach, Act, Convert, Engage) approach. It includes specific communication campaigns, such as T5.3(Advocacy Campaign) and T5.4 (Final Conference), and details the planned communication activities to effectively engage the target audiences. The strategy provides a comprehensive overview of communication objectives, key performance indicators (KPIs), brand concept and strategy, channels, and communication tools and activities, all crafted to amplify the project's core messages and objectives.

The communications strategy has been collaboratively developed with inputs from all consortium partners. The strategy's implementation spans the lifetime of the project, driven by the active participation of project partners.

This document serves as the initial version of a dynamic strategy that will be continuously refined and updated by the consortium partners in the forthcoming months. It lays the foundation for quarterly communication reports, which will support the ongoing development of future communication actions and campaigns for optimal impact. These efforts are aligned to not only disseminate project outcomes but also to promote inclusive education and equal opportunities for all learners across Europe and beyond.

Project Objectives

Communication Objectives and KPIs

Project Objectives

The Atollo Project aims to revolutionise digital education for learners with special educational needs (SEN) across Europe through innovative digital tools and inclusive educational content. By leveraging advanced technologies and expert knowledge, the project seeks to create accessible and engaging learning environments that cater specifically to the needs of SEN learners.

Main Objectives of the Project:

- Enhancing Digital Education Accessibility: Develop and disseminate high-quality digital educational tools and content that are specifically designed to meet the diverse needs of SEN learners, thus enhancing their learning experiences and outcomes.
- Building Capacity Among Educators: Equip educators with the necessary skills and knowledge to effectively utilise digital tools in teaching SEN learners, ensuring that the benefits of the project reach the classroom level.
- Promoting Inclusive Education Policies: Influence educational policies by demonstrating the effectiveness and benefits of inclusive digital education, encouraging policymakers to adopt similar practices across Europe.
- Fostering European Collaboration: Strengthen collaboration among European educational institutions, non-profits, and industry partners to share best practices and resources, thereby enhancing the quality and reach of digital education for SEN learners.

Goals and Actions

1. Developing Specialised Educational Content:
- Goal: Create a suite of digital educational materials that are tailored to the diverse needs of SEN learners.
- Actions: Collaborate with educational experts and institutions to design and pilot innovative digital tools and content. Use feedback from these pilot tests to refine the materials, ensuring they are effective and user-friendly.

2. Training and Empowering Educators:
- Goal: Equip educators across Europe with the skills to effectively use digital tools in special education settings.
- Actions: Implement training programs and workshops for teachers and educational staff, focusing on the integration of digital tools into teaching practices and curriculum planning.

3. Enhancing Policy Impact and Outreach:

- Goal: Influence educational policy at national and European levels to incorporate and support digital learning for SEN.
- Actions: Prepare policy briefs and case studies showcasing the success of the project. Engage with policymakers through conferences and roundtable discussions to advocate for policy changes and support.

4. Establishing a Sustainable Educational Network:
- Goal: Create a sustainable European network of educational institutions, NGOs, and industry partners committed to advancing inclusive education.
- Actions: Facilitate networking events, collaborative projects, and partnerships. Develop a collaborative platform for continuous sharing of resources, expertise, and best practices.

Key Performance Indicators (KPIs)

- Number of Digital Units Developed and Piloted: Track the development and successful piloting of digital educational units dsigned specifically for SEN learners.
- Educator Training Programs Completed: Measure the number of educators trained in the use of digital educational tools through the project's initiatives.
- Policy Changes Influenced: Evaluate the impact on educational policy changes at both the national and European levels, influenced by the project's advocacy efforts.
- Partnerships Established: Count the number of sustainable partnerships formed within the educational network focused on SEN.

Key Results for Project Life-Cycle	Target
Number of digital education units developed for the pilot programme	45 units
Number of learners included into pilot programme	300 learners
Number of teachers working in special schools included into a pilot programme	100 educators
Number of parents / guardians participating in trainings on Digital Education for Learners with disabilities.	200 parents
High level of satisfaction from teachers and practitioners who participate in the focus groups and evaluation process	80% of particpants
Number of activities and events organised by the project partners where the project will be presented	2 activities/events per year
Number of schools added as Associate Partner during the project and implementing the pilot programme	3
Number of stakeholders reached through various communication channels	5000 stakeholders
Number of scientific/professional papers, publications, reports (publicly available)	2 joint publications
Number of countries/public authorities endorsed and published Inclusive Digital Education Guidelines and Materials for Learners with Disabilities	8 Countries

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To monitor indicators, Quality Assurance leaders will create a reporting sheet for project partners to collect the appropriate data easily and consistently. The targets presented assume full cooperation and access to communication channels from the full partners of the project.

An account on the web analytics platform MAtoma has been set up and paired to the website to collect relevant and anonymised data on visitors. The data collected will be then centralised and analysed by the WP5 leader.

This comprehensive approach to the communication strategy ensures that the Atollo Project not only meets its immediate goals but also sets the foundation for long-lasting impact on digital education for learners with special educational needs across Europe.

Communication and Outreach Objectives for the Atollo Project

To achieve the overarching objectives of enhancing digital education for learners with special educational needs (SEN), the Atollo Project's communication strategy is centred around three primary objectives:

1. Establish a Comprehensive European Educational Ecosystem:

   - Goal: Develop a pan-European educational network involving higher education institutions, industry partners, non-profits, and educational technology clusters to enhance, develop, and deliver innovative digital educational content led by top experts from Europe and beyond.

   - Main Actions:

       - Collaborate with European educational and technological institutions to create and disseminate advanced digital tools.

       - Engage with industry partners to integrate real-world applications and feedback into the educational content.

       - Foster a community of practice among educators and specialists to continually enhance the project's deliverables.

2. Support Educators and Institutions in Integrating Digital Education Tools:

   - Goal: Assist European educational institutions in adopting and integrating the project's digital tools and content, helping them to identify specific educational needs and gaps which the project can address.

   - Main Actions:

       - Conduct training sessions and workshops to upskill educators in utilising digital educational tools effectively.

- Provide comprehensive support to institutions to integrate the Atollo Project's outputs into their curricula.

- Develop and distribute guidelines and frameworks that align with European standards for inclusive education.

3. Create a 'Best Practice' Framework for Digital Inclusive Education:

- Goal: Establish a model for digital inclusive education that can be easily adopted and effectively implemented by educational institutions across Europe, enhancing the accessibility and quality of education for SEN learners.

- Main Actions:

  - Document and share best practices and successful case studies from pilot tests and partner institutions.

  - Develop scalable and adaptable educational modules that can be customised for diverse educational settings.

  - Promote the framework through European educational networks and associations.

Specific Communication Strategies and Actions

- Ensure EU-wide Visibility and Awareness:
  - Define strategic objectives and KPIs for each phase of the communication activities.
  - Identify and segment target groups (primary: educators; secondary: policy makers; tertiary: general public) and create targeted value propositions and key messages.
  - Utilise digital marketing channels and tools for effective online promotion, leveraging partner channels where possible (social media, email newsletters, dedicated sections on partner websites).
  - Develop and execute a launch campaign and ongoing promotional strategies to engage each target group through tailored communications on various platforms.
  - Design and maintain a brand identity that aligns with EU visual identity guidelines and the project's values.
  - Measure and report on marketing results against KPIs regularly to stakeholders and the European Commission.
- Enhance Engagement with Key Stakeholders:
  - Develop a stakeholder engagement strategy that leverages existing networks of each partner.
  - Invite stakeholders to participate in webinars, workshops, and networking events to promote project initiatives and gather feedback.

- Establish regular communication channels such as email and online forums to keep stakeholders informed and engaged.
- Collaborate with educational and industry associations to amplify the project's reach and impact.
- Foster Collaboration and Knowledge Sharing:
    - Facilitate collaboration through workshops and working groups that include project partners and relevant stakeholders.
    - Identify and utilise offline and online marketing opportunities at EU, regional, or national events to promote the project.
    - Liaise with platforms and organisations such as the Digital Skills and Jobs Platform to disseminate resources and participate in collaborative campaigns.
    - Organise joint initiatives, such as research projects or training programs, to enhance cooperation and exchange of best practices.
    - Encourage participation in conferences, seminars, and forums to share insights and outcomes from the Atollo Project.

This communication strategy aims to not only disseminate information about the Atollo Project but also to build a sustainable, collaborative network that enhances the impact of digital inclusive education across Europe.

SWOT Analysis for the Atollo Project

The SWOT analysis for the Atollo Project was conducted to thoroughly evaluate the internal and external dynamics influencing the initiative. This strategic assessment is crucial in maximising the project's innovative approach to digital education for learners with special educational needs (SEN), addressing potential areas for improvement, capitalising on emergent opportunities, and mitigating inherent risks. The insights garnered from this analysis play an instrumental role in aligning the project with the educational needs and trends, enhancing educator capabilities, and strategically positioning the Atollo Project as a key innovator in inclusive digital education across Europe.

Strengths

- Interdisciplinary Expertise: Collaboration among partners from various educational and technical backgrounds enriches the project with diverse insights and innovative solutions.

- Strong Project Management: Effective coordination across multiple countries and organisations ensures that project milestones are met on time.

- Advanced Digital Tools: Development of cutting-edge digital educational tools designed specifically for SEN learners.

- Existing European Network: Leverages a robust network of educational institutions and NGOs, facilitating widespread dissemination and impact.

- Commitment to Inclusivity: Focused on enhancing accessibility in education for SEN learners, addressing a significant need within the educational sector.

Weaknesses

- Resource Limitations: Limited financial and human resources could restrict the scope of pilot projects and the development of digital tools.

- Varying Technological Proficiency: Differences in technological readiness and adoption rates among partner institutions could affect the uniform implementation of digital tools.

- Dependency on External Funding: Reliance on continued European Union funding might impact long-term sustainability.

Opportunities

- Rising Demand for Inclusive Education: Increasing awareness and demand for digital education solutions that are inclusive and accessible.

- Technological Advancements: Leveraging AI, machine learning, and adaptive technologies to enhance personalised learning experiences for SEN learners.

- Policy and Regulation Changes: Potential changes in educational policies promoting inclusivity could further support the project's goals and implementation.

- Expansion Potential: Opportunities to scale the project's outputs to other regions and different educational contexts, both within and beyond Europe.

Threats

- Regulatory Changes: Unforeseen changes in EU regulations or funding priorities could affect project deliverables.

- Technological Disparities: Significant disparities in access to technology among learners could hinder the equitable deployment of educational resources.

- Stakeholder Engagement: Insufficient engagement from key stakeholders, including educational institutions and policy makers, might reduce the effectiveness of dissemination and advocacy efforts.

By strategically leveraging its strengths, addressing weaknesses, capitalising on opportunities, and mitigating threats, the Atollo Project is poised to create a substantial and sustainable impact in the field of inclusive digital education. This SWOT analysis will continue to guide the consortium in making informed decisions that enhance the reach and efficacy of the project's initiatives.

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Brand Values and Unique Selling Propositions (USPs) for the Atollo Project

Unique Selling Proposition

During the initial workshops, partners of the Atollo Project identified key strengths of the initiative. From these discussions, we distilled the core values which represent, collectively, the unique selling propositions (USPs) of the Atollo Project. These USPs will be strategically leveraged to reach, acquire, convert, and actively engage our target groups, ensuring that the project effectively communicates its goals and impacts across diverse audiences.

Key Strengths

In addition to defining our USPs, we recognized several key strengths that will be communicated to target groups through various communication activities:

- Innovative Digital Solutions: At the forefront of digital education for learners with special needs, providing state-of-the-art tools and resources.

- Expert Consortium: A robust network of leading educational institutions and technology experts across Europe, ensuring high-quality outputs.

- Focused on Inclusivity: Dedicated to making digital education accessible to all, particularly addressing the needs of learners with special educational needs.

Brand Perceptions and Characteristics

The Atollo Project is characterised by its commitment to excellence and inclusivity, anchored on five key brand values:

- Innovative: Introducing cutting-edge digital educational tools and methodologies.

- Accessible: Ensuring that digital tools are usable and beneficial for all learners, including those with special educational needs.

- Inclusive: Embracing diversity and striving to make education accessible to every learner, regardless of their educational needs or backgrounds.

- Sustainable: Building initiatives that have long-lasting impacts on the educational community.

- Collaborative: Fostering cooperation among educators, institutions, and industry partners across Europe.

These values reflect the aspirations of our partners and inform the strategic direction for all communication activities, helping to shape the project's public image and interactions.

Brand Positioning Statement

The Atollo Project positions itself as a pioneering initiative in digital education, aimed specifically at enhancing learning for students with special educational needs. Our project delivers not only through innovative educational tools but also through forming strategic partnerships across Europe to promote an inclusive educational framework.

Project Name Significance and Rationale for Change

Name Significance

The name "Atollo Project" originates from the Latin word "attollo," which means "to lift, raise, or elevate." This name poignantly captures the core mission of our initiative: to elevate and enhance the educational experiences of learners with special educational needs (SEN) through the use of innovative digital tools and inclusive educational practices. The Atollo Project aims to uplift these learners, providing them with the skills and knowledge necessary to thrive in an increasingly digital world.

Rationale for Changing the Project Name

The decision to transition from the original name, "Building Digital Education Environment for Learners with Special Education Needs" (DigiEdu4SEN), to "Atollo Project" was driven by several key considerations:

- Simplicity and Accessibility: The original title, though descriptive, was lengthy and potentially cumbersome, especially for our primary stakeholders which include students with SEN, their parents, and educators. The new name, "Atollo Project," is not only shorter and easier to remember but also avoids the complexity that could hinder effective communication.

- Memorability and Branding: A concise and memorable name is crucial for strong branding. "Atollo Project" is easy to recall, helping to create a distinctive and impactful brand identity. This streamlined branding facilitates enhanced visibility and recognition across various communication platforms, fostering greater engagement with the project.

- Cultural and Linguistic Considerations: The choice of "Atollo" reflects a deliberate effort to ensure inclusivity and ease of pronunciation across multiple languages, an essential aspect given the international scope of our project. This universal appeal is aligned with our goal to make digital education accessible to every learner, transcending linguistic and cultural barriers.

- Longevity Beyond Project Scope: We believe that the name "Atollo Project" not only aligns with our current initiatives but also provides a foundation for future growth and development. The

name suggests ongoing advancement and improvement in educational practices, reflecting our commitment to continual innovation and support for SEN learners.

- Alignment with Project Goals: The essence of the name "Atollo" directly correlates with the transformative ambitions of our initiative. It encapsulates our objective to uplift the educational experiences of learners with special needs through accessible and innovative digital solutions, created and implemented through international collaboration and expertise.

Atollo Project Branding

Project Logo

The Atollo Project logo is composed of three distinct graphic elements:

1. Signature A (the Symbol)

2. The Logotype

3. The Tagline

Each of these are essential elements in the visual presentation of the brand. The Master Logo is a multi-coloured production with the type elements in a designated blue (Atollo Blue). The symbol is based on a combination of elements to represent diversity and energy.
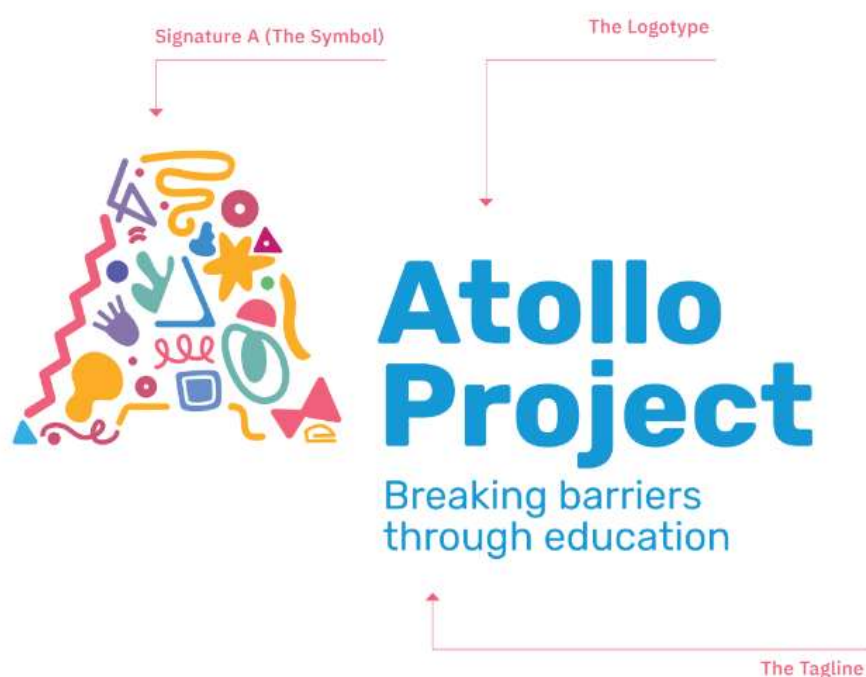

Image 1 The Master Logo

The Atollo Project logo has been designed to be flexible in its use of colour and its ability to work on a wide variety of backgrounds and colours.

The Atollo Project symbol (Signature A) is a useful element to add interest in presentations and documents. Deployed on its own it can create impact and help develop the importance of the symbol as core element on its own. It has been designed to be flexible in its use of colour and its ability to work on a wide variety of backgrounds and colours.

Image 3 The Symbol on its own

As Atollo Project is a predominately a digital brand we have elected to specify colours in CMYK, RGB and Hex. The primary colours for the brand are:

- Atollo Project Blue

- Atollo Project Slate (text content)

Image 4 The Primary Colours

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A suite of support colours has been extracted from the Signature A symbol to provide a wider set of colour options.These colours have been selected using the CMYK, RGB and HEX values.

	Process colour	Web RGB colour	WEBSAFE Colour
Atollo PINK	C 0% M 78% Y 34% K 0%	R 241 G 96 B 122	#f1607a
Atollo YELLOW	C 0% M 36% Y 95% K 0%	R 251 G 173 B 38	#fbad26
Atollo LIGHT GREEN	C 56% M 11% Y 33% K 0%	R 114 G 182 B 176	#72b6b0
Atollo DARK GREEN	C 100% M 21% Y 58% K 4%	R 0 G 138 B 128	#008a80

Typography

In terms of typography we have selected a specific font for use throughout in display situations. This is Blinker. Blinker works well as a single font for all communications. The use of font weights and sizes should always be based on a good balance with the goal readability.

The Brand in action

The Atollo Project brand identity has been designed to deliver strong colours

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and patterns in its application. There are infinite possibilities in relation to working with this brand. Its personality is playful and highly coloured and any design treatment should reflect this.

EU Funding Statement

The Communication and Dissemination Strategy will be aligned with the ERASMUS+ Programme visibility rules and will ensure that each communication activity, publication, or action highlights the EU's support, displaying the European flag (EU emblem), funding statement, and disclaimer, if required, translated into local languages where appropriate. The EU emblem and funding statement will be displayed on all communication materials (brochures, leaflets, posters, presentations, publications for media relations, conferences, seminars and workshops), whether printed or in electronic form, via traditional or social media.

Target Audiences for the Atollo Project

The communication strategy for the Atollo Project is designed to engage a diverse range of stakeholders, each of whom plays a crucial role in the success and dissemination of the project's outcomes. The primary target audiences include parents, students, educators, and policymakers. Each of these groups has specific needs and expectations that the project's communications will address strategically.

Parents

- Goals: To inform and empower parents of learners with special educational needs (SEN) by providing them with resources, knowledge, and tools to support their children's education.

- Communications Approach:

    - Informational Campaigns: Develop and disseminate guides and brochures that explain the digital tools and resources available through the Atollo Project.

    - Workshops and Webinars: Host sessions that allow parents to learn how to use the digital educational tools and adapt home learning environments to their children's needs.

    - Success Stories: Share testimonials and case studies from other parents to illustrate the practical benefits of the project's resources.

Students

- Goals: To engage SEN students directly and through their educators, making them aware of the new tools designed to enhance their learning experiences.

- Communications Approach:

    - Interactive Platforms: Use partner social media channels and interactive websites to communicate directly with older students, providing tutorials and interactive content.

    - Gamification and Incentives: Introduce gamified elements in educational tools to encourage active participation and sustained interest among students.

    - Peer Networks: Facilitate the creation of student ambassador programs that enable students to share their experiences and learnings with peers.

Educators

- Goals: To equip educators with the necessary skills and tools to effectively integrate the Atollo Project's digital resources into their teaching practices.

- Communications Approach:

- Professional Development: Offer comprehensive training programs, certifications, and continuous professional development sessions.

- Resource Sharing: Create an online repository for educators to access teaching materials, instructional videos, and best practices.

- Community Building: Establish forums and networks where educators can exchange ideas, solutions, and feedback on using digital tools in diverse educational settings.

Policymakers

- Goals: To advocate for policy changes that support the integration of digital education tools into school curricula, particularly for SEN students.

- Communications Approach:

    - Policy Briefs and Reports: Produce and distribute detailed analyses of the project's impact, highlighting the benefits and advocating for supportive policies.

    - Stakeholder Meetings: Organise roundtable discussions and conferences with key policymakers to present findings and discuss potential policy integration.

    - Partnerships and Alliances: Collaborate with influential educational bodies and NGOs to strengthen advocacy efforts and increase policy impact.

RACE Strategy for Engaging Key Stakeholders in the Atollo Project

The RACE framework (Reach, Act, Convert, Engage) provides a comprehensive and structured approach to effectively communicate with and engage various stakeholders in the Atollo Project. By tailoring strategies to meet the specific needs of students, parents, educators, and policymakers, the Atollo Project aims to enhance awareness, encourage active participation, and foster ongoing support. This section outlines the targeted actions and key performance indicators (KPIs) for each stakeholder group to ensure the successful adoption and impact of Atollo's digital educational tools.

RACE Strategy for Engaging Students in the Atollo Project

The RACE framework (Reach, Act, Convert, Engage) provides a structured approach to effectively communicate with and engage students, a primary beneficiary group in the Atollo Project. The strategy aims to ensure that students are aware of the project's benefits, motivated to use its digital tools, and supportive of its integration into their learning environment to enhance their educational experience.

Reach

Objective: To increase awareness of the Atollo Project among students with special educational needs (SEN) across Europe.

Actions:

- Content Creation: Develop engaging content such as blog posts, infographics, and social media stories that highlight the benefits and fun aspects of the Atollo Project's digital tools. Use simple, relatable language and visuals that resonate with students.

- Social Media Campaigns on partner channels: Utilise platforms popular with students (e.g., Instagram, TikTok, YouTube) to share bite-sized content, including success stories, short tutorials, and interactive posts.

- Peer Influencers: Partner with student influencers and ambassadors to promote the Atollo Project through their networks, leveraging their credibility and reach.

- School Outreach: Collaborate with schools to introduce the Atollo Project during assemblies, classroom sessions, and school newsletters.

KPIs:

- Number of views on social media content.

- Engagement rates on posts (comments, shares, saves).

- Number of schools participating in outreach activities.

Act

Objective: To encourage students to explore and understand the Atollo Project's digital tools and resources.

Actions:

- Interactive Webinars: Host engaging, interactive webinars that demonstrate how to use the Atollo tools, featuring fun activities and real-life examples.

- Tutorial Videos: Create short, engaging tutorial videos explaining how to use the digital tools, available on YouTube and other video platforms.

- Gamification: Integrate gamified elements into the tools and tutorials to make learning more engaging and enjoyable for students.

- Resource Kits: Provide accessible resource kits that include user-friendly guides, FAQs, and tips for using the digital tools effectively.

KPIs:

- Number of students attending webinars.

- Views and engagement metrics for tutorial videos.

- Download rates for resource kits.

Convert

Objective: To motivate students to actively use the Atollo Project tools in their learning.

Actions:

- Success Stories: Share testimonials and stories from students who have successfully used the Atollo tools, highlighting improvements in their learning experience.

- Peer Ambassadors: Establish a network of student ambassadors who can mentor their peers and promote the tools within their schools and communities.

- Incentive Programs: Develop incentive programs such as competitions, badges, and rewards for students who actively use and engage with the Atollo tools.

KPIs:

- Number of success stories and testimonials collected and shared.

- Engagement levels of student ambassadors.

- Participation rates in incentive programs.

Engage

Objective: To maintain ongoing communication and build a community of students who actively use and support the Atollo Project.

Actions:

- Regular Updates: Send out newsletters with updates on the project's progress, new tools, and upcoming events specifically tailored for students.

- Continuous Feedback: Implement mechanisms for continuous feedback from students to improve the tools and address their needs.

- Recognition and Rewards: Recognize and reward active students through spotlight features, certificates, and other incentives for their participation and achievements.

KPIs:

- Newsletter open and click-through rates.

- Amount and quality of feedback received.

- Number of students recognized and rewarded for their contributions.

By implementing this RACE strategy, the Atollo Project can effectively reach, engage, and support students, ensuring they are well-informed and actively involved in enhancing their educational experiences through innovative digital tools. This approach fosters a vibrant and supportive student community around the project, driving its successful adoption and impact.

RACE Strategy for Engaging Parents in the Atollo Project

The RACE framework (Reach, Act, Convert, Engage) provides a structured approach to effectively communicate with and engage parents, a key stakeholder group in the Atollo Project. The strategy aims to ensure that parents are well-informed, involved, and supportive of the project's initiatives to enhance digital education for learners with special educational needs (SEN).

Reach

Objective: To increase awareness of the Atollo Project among parents of SEN learners.

Actions:

- Content Creation: Develop informative and relatable content that highlights the benefits of the Atollo Project's digital tools and resources. This includes blog posts, infographics, and success stories published on the project's website.

- Social Media Campaigns: Utilize partners' social media channels to disseminate content targeting parents. Use engaging visuals, hashtags like #AtolloForParents, and boosted posts to extend reach.

- Partnership Outreach: Collaborate with parent associations, special education groups, and relevant NGOs to share information about the project through their networks.

- Media Relations: Issue press releases to parenting magazines, local newspapers, and online platforms that cater to parents, highlighting key milestones and success stories from the pilot phase.

KPIs:

- Number of website visits from parents.

- Engagement rates on social media posts targeting parents.

- Media coverage and mentions in parenting-related publications.

Act

Objective: To encourage parents to explore and understand the digital tools and resources offered by the Atollo Project.

Actions:

- Interactive Webinars: Host webinars specifically designed for parents, demonstrating how to use the digital tools and highlighting the positive impacts on their children's learning.

- Tutorial Videos: Create and share short, easy-to-follow tutorial videos on the website and social media, explaining how parents can support their children in using the Atollo tools.

- FAQs and Guides: Develop comprehensive FAQs and step-by-step guides that address common concerns and provide practical tips for integrating digital tools into home learning.

KPIs:

- Number of webinar attendees and video views.

- Downloads of guides and FAQs from the website.

- Engagement metrics such as comments and shares on social media tutorials.

Convert

Objective: To motivate parents to actively support and advocate for the use of Atollo Project tools in their children's education.

Actions:

- Feedback and Testimonials: Encourage parents to provide feedback on the tools and share their success stories. Feature these testimonials on the project's website and social media to inspire others.

- Parent Ambassador Program: Recruit and train a group of parent ambassadors who can share their experiences and advocate for the Atollo Project within their communities.

- Local Events: Organise local events and meetups where parents can see the tools in action, meet other parents, and discuss their experiences with the Atollo Project team.

KPIs:

- Number of testimonials and positive reviews from parents.

- Engagement and participation in the parent ambassador program.

- Attendance and feedback from local events and meetups.

Engage

Objective: To maintain ongoing communication and build a community of supportive parents who are engaged with the Atollo Project.

Actions:

- Regular Updates: Send out newsletters with updates on the project's progress, new resources, and upcoming events.

- Recognition and Rewards: Recognize and reward active parents and ambassadors through spotlight features on the website and social media, and provide small incentives for their participation and advocacy.

KPIs:

- Newsletter open and click-through rates.

- Number of parents recognized and rewarded for their contributions.

By following this RACE strategy, the Atollo Project can effectively reach, engage, and support parents, ensuring they are well-informed and actively involved in the educational journey of their children with special needs. This approach not only builds a strong community around the project but also enhances the overall impact and adoption of the Atollo digital tools.

RACE Strategy for Engaging Educators in the Atollo Project

The RACE framework (Reach, Act, Convert, Engage) provides a structured approach to effectively communicate with and engage educators, a key stakeholder group in the Atollo Project. The strategy aims to ensure that educators are well-informed about the project's benefits, equipped to use its digital tools, and supportive of its integration into their teaching practices to enhance the education of learners with special educational needs (SEN).

Reach

Objective: To increase awareness of the Atollo Project among educators across Europe.

Actions:

- Content Creation: Develop informative content such as blog posts, case studies, and infographics that highlight the benefits and practical applications of the Atollo Project's digital tools for SEN learners. Publish these on the project's website and share them through educational networks.

- Social Media Campaigns: Utilise partners' social media channels to share engaging content, including success stories and testimonials from educators who have used the tools.

- Email Outreach: Send targeted email campaigns to educational institutions, special education departments, and teacher networks introducing the Atollo Project and its resources.

- Educational Conferences and Webinars: Present the project at key educational conferences and host introductory webinars to reach a wide audience of educators.

KPIs:

- Number of website visits and content views from educators.

- Engagement rates on social media posts targeting educators.

- Email open and click-through rates.

- Attendance at conferences and webinars.

Act

Objective: To encourage educators to explore and understand the Atollo Project's digital tools and resources.

Actions:

- Interactive Webinars and Workshops: Host webinars and hands-on workshops that provide in-depth training on how to use the Atollo tools, showcasing their benefits and practical applications in the classroom.

- Tutorial Videos: Create and share step-by-step tutorial videos on how to integrate the tools into teaching practices, available on the project website and social media.

- Resource Kits: Develop and distribute comprehensive resource kits, including lesson plans, user guides, and FAQs to help educators get started with the tools.

KPIs:

- Number of educators attending webinars and workshops.

- Views and engagement metrics for tutorial videos.

- Downloads of resource kits and user guides.

Convert

Objective: To motivate educators to integrate Atollo Project tools into their teaching practices.

Actions:

- Success Stories and Testimonials: Share detailed success stories and testimonials from educators who have successfully implemented the Atollo tools, highlighting improvements in student engagement and learning outcomes.

- Peer Ambassadors: Establish a network of educator ambassadors who can advocate for the project and support their peers in adopting the tools.

- Pilot Programs: Encourage participation in pilot programs where educators can trial the tools in their classrooms and provide feedback.

KPIs:

- Number of success stories and testimonials collected and shared.

- Engagement levels of educator ambassadors.

- Participation rates in pilot programs and feedback received.

Engage

Objective: To maintain ongoing communication and build a community of educators who actively use and support the Atollo Project.

Actions:

- Regular Updates: Send out monthly newsletters with updates on the project's progress, new resources, and upcoming events specifically tailored for educators.

- Online Community: Create and manage an online community or forum where educators can share experiences, ask questions, and receive support from the Atollo team and peers.

- Professional Development: Offer continuous professional development opportunities through advanced training sessions, certifications, and workshops.

- Recognition and Incentives: Recognize and reward active educators who contribute to the project's success through spotlight features, awards, and incentives.

KPIs:

- Newsletter open and click-through rates.

- Engagement metrics within the online community (posts, comments, interactions).

- Participation in professional development opportunities.

- Number of educators recognized and rewarded for their contributions.

By implementing this RACE strategy, the Atollo Project can effectively reach, engage, and support educators, ensuring they are well-informed and actively involved in enhancing the education of learners with special needs through innovative digital tools. This approach fosters a supportive community around the project and drives its successful adoption in educational settings.

RACE Strategy for Engaging Policymakers in the Atollo Project

The RACE framework (Reach, Act, Convert, Engage) provides a structured approach to effectively communicate with and engage policymakers, a crucial stakeholder group in the Atollo Project. The strategy aims to ensure that policymakers are well-informed about the project's benefits, involved in its implementation, and supportive of policies that enhance digital education for learners with special educational needs (SEN).

Reach

Objective: To increase awareness of the Atollo Project among policymakers at local, national, and European levels.

Actions:

- Content Creation: Develop policy briefs, reports, and infographics that highlight the project's objectives, outcomes, and benefits for SEN learners. Publish these on the Atollo Project website and share via email and social media.

- Targeted Outreach: Identify and reach out to key policymakers and education departments with personalized emails and introductory meetings to present the Atollo Project.

- Media Engagement: Issue press releases to relevant political and educational media outlets, showcasing the project's milestones and its potential policy impacts.

- Conference Participation: Present the Atollo Project at major educational and political conferences, seminars, and forums to increase visibility and credibility among policymakers.

KPIs:

- Number of policymakers reached through direct outreach.

- Media coverage in political and educational publications.

- Attendance and engagement at conferences and seminars.

Act

Objective: To encourage policymakers to explore and understand the Atollo Project and its potential benefits for educational policy.

Actions:

- Policy Workshops: Organise workshops and webinars tailored for policymakers to discuss the Atollo Project's goals, methodologies, and preliminary results. Highlight case studies from the pilot phase.

- Demo Sessions: Arrange demonstration sessions where policymakers can see the Atollo digital tools in action and understand their practical applications and benefits.

- Resource Distribution: Provide policymakers with detailed reports, case studies, and policy recommendation documents to facilitate informed decision-making.

KPIs:

- Number of workshop and webinar attendees.

- Number of policymakers participating in demo sessions.

- Downloads and distribution of policy recommendation documents.

Convert

Objective: To motivate policymakers to support and advocate for the integration of Atollo Project tools and methodologies into educational policies and frameworks.

Actions:

- Endorsements and Support Letters: Secure endorsements from influential policymakers and educational leaders and publish these endorsements on the project's website and partner social media channels.

- Policy Advocacy Campaigns: Launch targeted advocacy campaigns highlighting the positive impacts of the Atollo Project and encouraging policy changes to support digital education for SEN learners.

- Collaborative Initiatives: Propose collaborative initiatives where policymakers can participate in pilot projects or research studies to see the Atollo tools' benefits firsthand.

KPIs:

- Number of endorsements and support letters obtained.

- Policy changes or initiatives influenced by the Atollo Project.

- Participation of policymakers in collaborative initiatives.

Engage

Objective: To maintain ongoing communication and build a network of supportive policymakers who champion the Atollo Project and its goals.

Actions:

- Regular Updates: Send out quarterly newsletters with updates on the project's progress, new findings, and upcoming events specifically tailored for policymakers.

- Advisory Board: Establish an advisory board of engaged policymakers who can provide ongoing feedback, guidance, and advocacy for the project.

- Recognition and Awards: Recognize supportive policymakers through awards and public acknowledgments in newsletters, at events, and on the project's website.

KPIs:

- Newsletter open and click-through rates.

- Engagement and participation levels in the advisory board.

- Number of policymakers recognized and awarded for their support.

By following this RACE strategy, the Atollo Project can effectively reach, engage, and influence policymakers, ensuring they are well-informed and actively involved in supporting policies that enhance digital education for learners with special needs. This approach not only builds strong advocacy for the project but also ensures its long-term sustainability and impact.

Implementation Strategy

To effectively reach these audiences, the Atollo Project will implement a multi-channel communication strategy that includes digital marketing, direct outreach, partnerships, and public relations. Each communication activity will be tailored to the specific needs and preferences of the target audience, ensuring that the messages not only reach but also resonate with them. Regular assessment of engagement metrics and feedback loops will help refine these approaches, ensuring the communication strategy remains dynamic and responsive to stakeholders' evolving needs.

By addressing the distinct needs of each group, the Atollo Project aims to foster an environment of inclusivity and accessibility, enhancing the educational landscape for learners with SEN and ensuring that all stakeholders are informed, engaged, and empowered to participate in this transformative educational initiative.

Promotional Campaigns for the Atollo Project

To effectively communicate the goals and benefits of the Atollo Project, a series of structured promotional campaigns will be implemented throughout the project duration. These campaigns are designed to engage various stakeholders, including parents, students, educators, and policymakers, utilising the project's website and partners' social media channels as primary platforms for outreach.

Categories of Campaigns

EU-wide Campaigns:

- General Objective: To promote the Atollo Project's key outputs and digital tools to a broad European audience, emphasising the benefits for learners with special educational needs (SEN).

- Goals:

    - Drive visitors to the project website.

- Drive awareness and use of digital educational tools.

- Collect feedback to refine and improve project offerings.

- Recruit additional educational and industry partners.

- Leverage influencers and multipliers to extend reach.

Mini Campaigns:

- General Objective: To highlight specific activities, milestones, and results of the Atollo Project to both key stakeholders and the general public.

- Goals:

    - Raise brand awareness and reinforce the Atollo Project identity.

    - Drive visitors to the project website.

    - Promote success stories and case studies to illustrate the project's impact.

    - Foster partnerships and community involvement.

    - Utilize influencers and multipliers to maximize visibility.

Campaign Details

EU-wide Campaigns:

1. Launch and Awareness Campaign:

    - Target Audiences: Educators, policymakers, and organisations involved in SEN.

    - Objectives:

        - Build widespread awareness of the Atollo Project's objectives and available resources.

        - Encourage the integration of Atollo digital tools into educational settings.

    - Activities:

        - Develop and launch an EU-wide communication campaign through digital platforms.

        - Create engaging multimedia content, including videos, infographics, and interactive webinars.

    - Timelines: Scheduled for the first quarter following the project launch (as per grant agreement timelines).

2. Adoption and Engagement Campaign:

- Target Audiences: Educators, parents, and institutions.

- Objectives:

    - Promote the adoption of Atollo tools and methodologies in educational practices.

    - Showcase transformative educational practices through case studies and testimonials.

- Activities:

    - Series of targeted social media campaigns to highlight the benefits and practical applications of Atollo resources.

    - Virtual conferences and workshops to demonstrate the use and impact of digital tools.

- Timelines: Mid-project phase, to coincide with the release of major project outputs and findings.

Mini Campaigns:

- Scheduled around significant project milestones, such as the completion of tool development phases or the end of pilot testing periods.

- Targeted content will be released to celebrate achievements and share insights from ongoing research and implementation phases.

Strategic Execution

For each campaign, a detailed Campaign Plan and Communications Pack will be prepared in advance. This plan will outline the specific messages, tools, channels, and timelines for all communications. These campaigns will be managed by the project's lead communications team with active support from all project partners.

The promotional efforts for the Atollo Project are designed to be dynamic and responsive, adapting to feedback and evolving project needs while ensuring maximum engagement and impact across all target audiences. This structured approach ensures that each campaign is not only strategic but also cohesive and aligned with the overall goals of the Atollo Project.

Example Campaign Plan and Communications Pack

Campaign Title: "Empowering Education: Atollo Project Pilot Success"

Campaign Objective: To promote the successful completion of the Atollo Project's pilot phase, which tested innovative digital educational tools in a selected cohort of schools across Europe, emphasising the positive impact and effectiveness of these tools in enhancing learning experiences for students with special educational needs (SEN).

Campaign Plan
1. Campaign Goals:

- Highlight the success and outcomes of the pilot phase.

- Demonstrate the effectiveness of the Atollo digital tools in real classroom settings.

- Increase engagement with educators, policymakers, and the broader educational community.

- Encourage the adoption of Atollo tools in more schools.

2. Target Audiences:

- Educators and school administrators.

- Parents of children with SEN.

- Educational policymakers and influencers.

- General public interested in educational innovation.

3. Key Messages:

- Atollo tools enhance learning for SEN students by providing accessible and engaging educational content.

- Successful integration of Atollo tools in pilot schools shows potential for broader application.

- Atollo Project is committed to ongoing improvement and adaptation based on real-world feedback.

4. Communication Channels and Tools:

- Website: Feature detailed reports, data, and testimonials from the pilot phase on the Atollo Project website.

- Social media: Utilise partners' channels to share stories, infographics, and key outcomes from the pilot.

- Press Releases: Distribute a comprehensive press release to relevant educational and news outlets.

- YouTube Video: Produce a video showcasing the implementation of the tools in schools, including interviews with educators, students, and a walkthrough of the tools in action.

- Email Newsletters: Send out updates to subscribed stakeholders with links to new content and the video.

- Webinars: Host webinars featuring discussions with pilot schools, project partners, and educational experts to discuss the findings and experiences.

Sample Communications Pack Contents

1. Detailed Content Schedule:

- Outline when each piece of content will be released during the campaign.

2. Press Release Package:

- Official press release announcing the successful completion of the pilot phase.

- Fact sheet about the Atollo Project and its objectives.

- Quotes from key project members, school staff, and possibly some student testimonials.

3. Social Media Content:

- Pre-designed posts and graphics highlighting key successes.

- Scheduled plan for posting across various partners platforms including Facebook, Twitter, LinkedIn, and Instagram.

- Hashtags specifically created for tracking campaign engagement, e.g., #AtolloSuccess, #DigitalInclusion.

4. Video Content:

- Storyboard for the YouTube video, outlining key visuals, interview snippets, and highlighted features of the digital tools.

- Call to action at the end of the video directing viewers to the Atollo Project website for more information or to participate in follow-up discussions.

5. Webinar Plan:

- Agenda for webinars with topics, speakers, and logistical details.

- Promotion strategy for webinar registration.

- Follow-up emails for webinar attendees with additional resources and a survey for feedback.

6. Promotional Emails:

- Email templates for different stages of the campaign, tailored to various segments of the email list.

7. Reporting Templates:

- Templates for collecting data and feedback on campaign effectiveness, including metrics like website visits, video views, social media engagement, and press coverage.

8. Partner Collaboration Guidelines:

- Instructions for partners on how to use campaign materials and promote the campaign through their channels.

This campaign plan and communications pack are designed to ensure a cohesive and comprehensive approach to promoting the successful outcomes of the Atollo Project's pilot phase, leveraging multiple channels and engaging diverse audiences effectively.

Atollo Project Website

The Atollo Project website is available at www.atolloproject.eu. The website has two main purposes:

• Informative: it informs stakeholders about the project — through a narrative-based user experience — make all public project results available.

• Collaborative: it will host/link to the Atollo Project teaching resources for educators and parents

Figure 1 Atollo Project Website

The website uses a WordPress CMS to allow content updates and collaboration across the consortium partners.

The website's blog, titled News & Events, serves as the central hub for updates on the Atollo Project and related topics, establishing the project as a leader and expert in its field. This section will feature:

- Informative articles on project milestones, progress, and activities.

- News on related European projects and initiatives.

- Announcements of all Atollo events.

- Evergreen content and hot topics on digital education, inclusive learning, and technological advancements in special education.

Partner Social Media Channels

The Atollo Project will leverage the existing social media channels of its partners for outreach, as the project itself will not have dedicated social media accounts. This approach ensures a wide reach and engagement through established networks.

Social Media Engagement Strategy

To create an active community and promote the Atollo Project via partner channels, the following actions will be undertaken:

- Regular publication and interaction with the project's ecosystem.

- Promotion through project newsletters and partner email newsletters.

- Targeted sponsored content to reach specific audiences.

- Use of relevant hashtags such as #DigitalEducation, #InclusiveLearning, and #AtolloProject.

Mailing

The official Atollo Project newsletter, managed via Brevo, will be issued on an ad-hoc basis as needed. It will communicate project progress, results, and key related topics. Partners are encouraged to contribute content, including their own and third-party material relevant to the project's target audiences. Subscribers can sign up via an embedded form on the project's website homepage.

For specific outreach purposes, consortium partners will use direct mailing, leveraging their mailing lists while adhering to GDPR norms. This includes:

- Sending emails to targeted individuals and organizations.

- Using partners' contacts to reach specific audiences.

By integrating these digital communication strategies, the Atollo Project ensures consistent and effective dissemination of information, fostering engagement and support across all stakeholder groups.

Press and Media

Press Releases

Press releases will be published throughout the project. These aim to enhance the visibility of the Atollo project and share the most relevant outcomes of the project with the press.

The following press release has already been produced:

• 11/04/2024 - The Atollo Project - European Consortium Launches Groundbreaking Project to Revolutionise Digital Education for Learners with Disabilities.

Each project partner will distribute the press releases to their respective networks and media contacts. Project partners will also be encouraged to host the press releases on their website and share them via their newsletters and social media channels.

Visual assets

Several visual assets will be produced by the WP5 leaders to serve the communication and outreach activities throughout the project lifetime. The visual assets will be produced in English. Partners can themselves choose to localise these assets.

Events

Throughout the project, partners are also invited to participate in and contribute to strategic external events. These larger-scale events are crucial for boosting the project's dissemination and overall impact. A preliminary mapping of relevant events will be developed and refined throughout the project duration by the partners, ensuring ongoing engagement with the broader educational and technological communities.

Event Planning and Support

To maximise the effectiveness of these events, the WP5 leader will collaborate closely with all partners to:

- Plan and Schedule: Align event timings with key project milestones and external event calendars.
- Resource Allocation: Ensure that adequate resources are allocated for event planning, execution, and follow-up activities.
- Evaluation and Feedback: Implement mechanisms to gather feedback from event participants, which will be used to improve future events and refine project strategies.

These events are integral to the Atollo Project's strategy to engage stakeholders actively and promote the widespread adoption of innovative digital education tools designed for SEN learners. By bringing together diverse participants and fostering collaborative discussions, the Atollo Project aims to create lasting impact and drive forward the agenda for inclusive digital education.

Tools and Practicalities

Internal Communication Tools

The Atollo Project consortium has adopted Microsoft Teams as the primary tool for internal communication. The following channels and their uses have been established:

- **Communication Thread (Teams Posts):**
    - Announcements and updates
    - Document sharing
    - Knowledge sharing
    - Notifications and reminders

- **Repository (Teams Files):**
    - Document storage and organization
    - Collaborative editing
    - Document sharing, templates, and resources

- **Event Calendar (Teams Calendar):**
    - Event planning
    - Deadline management
    - Reminders and notifications

Main Contact Persons

Each partner has appointed a main contact person responsible for all communication and dissemination activities, ensuring high-quality and impactful project communication.

Reporting and Evaluation

Partners will report their activities every three months via a centralized system using Google Forms or Excel Sheets on Teams. The data collected will be used to:

- Provide information for internal project reports.
- Continuously assess the impact of communication activities to meet project KPIs.
- Adapt future communication strategies based on feedback and outcomes.

Communications progress and KPI achievements will be monitored and reported through quarterly flash reports.

Conclusion

The Atollo Project's communications strategy, grounded in the RACE framework, is designed to effectively engage and support our key stakeholders—students, parents, educators, and policymakers. By implementing targeted actions and continuously measuring our impact, we aim to enhance awareness, encourage active participation, and foster a vibrant community around our innovative digital tools. This strategic approach ensures that all stakeholders are well-informed, involved, and motivated to contribute to the project's success, ultimately driving meaningful improvements in the educational experiences of learners with special educational needs across Europe.

Work Package No/Name	WP5 Dissemination & European Impact
Deliverable Name	D5.1 Communications Strategy
Partner(s) involvement	Matrix Internet
Submission Deadline (As per Annual Work Plan)	31.05.2024

Rate	1	2	3	4	5
Quality Parameter	very low/strongly disagree	low/disagree	moderate/ neither nor	high/ agree	very high/strongly agree
1. The work performed corresponds to the requirements and methodological standards of the project.	☐	☐	☐	☐	☐
Insert text here...Insert text here...					
2. The drafting and structuring of each deliverable include the contribution of all relevant experts.	☐	☐	☐	☐	☐
Insert text here...Insert text here...					

3. Deliverables use clear and easily understandable language in the text and the design is professional and in line with the project brand identity, guidelines, and document template.	☐	☐	☐	☐	☐
Insert text here...Insert text here...					
4. The output is in line with the standards adopted by the European Commission.	☐	☐	☐	☐	☐
Insert text here...Insert text here...					
Name of the WP Leader	Kristina Ferara Blašković				
Submission Date	DD.M.YYYY				

Work Package 5

Work Package No/Name	WP5 - Dissemination & European Impact
Deliverable Name	D5.1 Communications Strategy
Partner(s) involvement	Matrix Internet
Submission Deadline (As per Annual Work Plan)	31.05.2024

Atollo Project

Breaking barriers, building futures

Co-funded by
the European Union