



**Developing capacities together:
European CSO-university
networks for global learning on
migration, security and
sustainable development in an
interdependent world (InterCap)**

2nd High Level Communication Paper of the InterCap Community of Practice

Activity 1.1.2: Establish a European development education Community of Practice

Version 1 prepared in October 2019

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Project Information

Project title	Developing capacities together: European CSO-university networks for global learning on migration, security and sustainable development in an interdependent world
Project acronym:	InterCap
Project number:	CSO-LA/2017/388-136
Project Website:	www.developtogether.eu

Document Information

Document title:	2nd High Level Communication Paper of the InterCap Community of Practice
Activity involved:	Activity 1.1.2: Establish a European development education Community of Practice
Document author:	ICU
Version:	1.2
Date:	03/12/2019

Document Version Control

Version	Date	Description
1.0	11/10/2019	Draft 1 (by ICU)
1.1	19/11/2019	Draft 2 (by ICU)
1.2	03/12/2019	Final



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Executive Summary

InterCap project has set ambitious targets in terms of stakeholders, namely, 30.000 education stakeholders and decision-makers are expected to be reached and informed about the project.

The Community of Practice (CoP) has been set-up to support InterCap partners' in dissemination efforts, and promotion of the active involvement of relevant stakeholders. Specifically, the CoP is intended to provide a venue for partners, associates and interested stakeholders (including Public Institutions, Local Authorities, Civil Society Organisations, University) to exchange knowledge and ideas relating to project implementation in all partner countries and at EU level.

The present Annual High-Level Communication Paper outlines the approach that InterCap partners will follow in the next project six months to maximize the dissemination effectiveness and engage relevant stakeholders.

The approach has been defined during the second yearly online meeting of the CoP Steering Committee held on the 28th of June 2019 and fine-tuned during the project meeting held between 24-26 October 2019 in Split. Briefly, the proposed approach will take advantage of:

- New **Dissemination Campaign** aimed at elevating the effectiveness of InterCap's promotional activity and ultimately further its set objectives through paid digital promotions, promotional videos, infographics and animated GIFs.
- Contacts for integrating InterCap training package in different **Institutions Programs**.

The Paper also contains the Press Release illustrating InterCap tangible outputs accomplished in Year 2, which will be circulated by the CoP to EU and national stakeholders.



1. InterCap progress and results – Press release Year 2

Migration, Sustainability and Development Education – Where we are & way forward

31st October 2019. During the second year of activity (November 2018 – October 2019), the EU-funded InterCap project started to:

- Implement the **national trainings for Teachers Trainers**, delivering face to face InterCap modules.
So far 7 out of 12 countries started national trainings for teachers' trainers. 11 trainings have been implemented hitherto, reaching 150 trainers. Namely, most of the participants fall within Teachers Trainers and Educators categories, few fall into In-service and Pre-service categories.
The great majority of the participants expressed their interest in the topics addressed by the trainings and in the methodologies proposed by the InterCap training package. Most of participants declared they come out improving their skills in addressing migration and sustainable development issues. The participatory methodologies gathered positive feedback by all the participants, who expressed their interest in applying the methodologies learned. Overall, the trainers were very proactive during the implementation of the trainings, especially while experiencing the methodologies proposed.
- Organize the **Practice Oriented Projects**.
To date one country carried out a Practice Oriented Project (PoP). Through the project 106 peoples has been reached, among which 2 preservice teachers, 11 schools and 93 students. The project involved several classes of an elementary school and was addressed to foreign students, who were trained on sustainability, multiculturalism and SDGs topics by the interns provided by InterCap A1.3.2. The PoP implemented was very successful and thus represents a good practice to be followed for PoPs yet to be implemented by other partners. Both teachers and pre-service teachers as participants expressed their satisfaction with respect to the opportunities offered by the PoP.
- Undertake the **Internships**.
So far two countries already implemented the internships provided for in InterCap activities. The internship carried out involved 4 pre-service teachers and 4 mentors overall. Each internship lasted 30/32 hours. The feedbacks collected suggest very positive experiences for both the interns and the mentors. The interns highlighted the importance of the opportunity offered by the project, namely the possibility to learn the work and the activities of NGOs. Mentors refer to interns being helpful with the organization and hosting of events.



For further information, please send us an email at info@developtogether.eu or visit our website <https://developtogether.eu> or follow us on social media.



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2. Webinar Highlights

Following the remarks received from the ROM review, InterCap held its first Webinar on 4 October 2019. Webinar main purpose was to widen the Community of Practice, giving the participants the opportunity to share ideas, thoughts and knowledge related to InterCap topics. Indeed, the Webinar *“Migration: Challenge or Opportunity? New perspectives for understanding the migratory phenomenon through Sustainable Development and Global Education”* was built on two main arguments:

- to explore and debate the interrelationship between Migration and Sustainable Development Goals (SDGs). Will migration impact the achievement of the goals? Will sustainable development have an impact on future migration flows?
- to emphasize the role of Global Education in the complexity of contemporary life. What are the key issues surrounding migration and education within Europe in the present day? How are these issues currently being addressed in national policies? What role can Global Education play in addressing both current issues such as existing policy gaps related to migration?

Partners identified as the Webinar’s main speakers one representative for each European Institutions involved in the Community of Practice (CONCORD EU; Angel Network) and one PhD candidate from UCL Institute of Education, an expert in Education for Sustainable Development.

The webinar attracted considerable interest mainly in academics, trainers and students across 17 countries.

26 participants were actively involved in the webinar’s debate, while 62 have shown their interest in the thematic addressed. Overall, 90 people have been reached by the webinar dissemination and received the relevant material. Namely, an email including webinar record, the PowerPoint material designed by the EU Institutions and the new InterCap Guide containing the details to register and take advantage of the project e-learning platform.

3. Recommendations for effective communication

The following recommendations and suggestions will guide dissemination and knowledge sharing efforts of the CoP and InterCap partners in the next six months. They have been elaborated during the 2nd online meeting of the CoP Steering Committee, held on the 28th of June 2019 and fine-tuned during the project meeting held between 24- 26 October 2019 in Split.



Holding of a new Dissemination Campaign aimed at elevating the effectiveness of InterCap's promotional activity and ultimately further its set objectives. The new set of tools foreseen to reach InterCap dissemination goals are the following:

- **Paid Digital Promotion:** the project team will utilize and incorporate to its dissemination activity the advantages Facebook Ads and Google Ads offer. Both tools will allow the consortium to achieve, via the design and execution of structured and appealing campaigns, an elevated and targeted reach for its promotional activities and its products and actions.
- **Promotional video:** a promotional video of InterCap objectives and opportunities will be shared via the project's social media accounts helping develop a regular stream of content hence generating greater interest by our target audiences.
- **Infographics & Gifs:** The project team will develop a number of infographics and appealing visuals that will also be animated as gifs that will then be shared via InterCap's social media accounts; these will be offered in the partner languages as well. They will help enrich the project's social media presence with a continuous stream of engaging and appealing content and further its reach and consequently the interest in InterCap's scope and outputs.

Alongside the new Dissemination Campaign, partners agreed to take further advantage of the opportunities offered by the social media, in order to maximize the effectiveness of InterCap communication focusing on communication through specific channels. The following possibilities will be taken into account:

- A popular person or institution represent excellent opportunities to promote InterCap objectives and results. Through the social media accounts of **higher profile subjects**, it will be possible to reach large numbers of stakeholders and potentially affected people.
- **LinkedIn** will be strategically used not only to select possible interns to be involved in InterCap project but also to approach teachers as target group: LinkedIn groups will be used to share the trainings and the workshops organized at national level and to promote the e-learning platform. Interested people will be asked to share in turn InterCap opportunities.
- **Newsletters** will be focused on InterCap opportunities (like internship, national trainings, webinars etc.) rather than only concentrating on InterCap objectives and results. As a consequence, we expect a major number of readers and greater involvement in the activities proposed.



4. Next Steps

Recommendations outlined in Chapter 3 will guide the CoP and all partners during the next six months, that is until the 3rd online meeting of the CoP Steering Committee is held.

Taking them into account, all partners will disseminate the Press Release, including the Audit and the Proceeding of the 2nd International Conference, and progress towards the achievement of InterCap dissemination targets.

