



## D6.5 Communication and Promotional Material

Dissemination Level: Public



## Document Information

Issued by	CluBE
Issue Date	04/03/2024
Authors	Sofia Pouri-CluBE Evangelos Kalianiotis-CluBE
Dissemination Level	Public

## Document History

Version	Date	Comments and main modifications
01	04/03/2024	First version
02	28/03/2024	Modifications after review by ESTIA

### Copyright Notice

This content has been reproduced and shared with you by or on behalf of the TEAMIT+ Project (ID: 101111560) in compliance with applicable copyright laws.

The content referenced herein may be protected by copyright laws. Any further reproduction or communication of this material by you may be subject to copyright protection under relevant laws.

**Do not remove this notice.**

TEAMIT+ Project (ID: 101111560) is committed to respecting and upholding copyright laws and regulations.



# Table of Contents

Document Information .....	2
Document History .....	2
Communication and Promotional Material .....	4
1. Newsletter .....	5
2. Videos .....	5
3. Roll up .....	12
4. Brochure .....	12
5. Press releases .....	15



# Communication and Promotional Material

TEAMIT+ project aims to train young people in important skills towards a greener economy and entrepreneurship. To achieve this, it is essential to have appropriate and effective communication means and materials for the project using ways that are attractive to young people. These include Newsletters, videos, brochure, roll-up and press releases.

## 1. Newsletter

The project Newsletter will be published every 3 months, so that those who have subscribed will be informed about the latest news, updates, and information regarding the project. The first TEAMIT+ Newsletter includes some general information about the project and its objective and results as well as details about the Kick-off Meeting held in ESTIA on 21st of September 2023. The presence of TEAMIT+ in two events is also included in the Newsletter. The first event was “Thessaloniki International Fair” held on September 2023 where CluBE presented the project to young people, students and citizens. The second event in which TEAMIT+ was presented, was the “Universities Forum Event”, held in Biarritz on February 12, 2024. It was organized by the Euroregion Nouvelle-Aquitaine Euskadi Navarre, and aiming to develop new opportunities for university cooperation within the Euroregion. TEAMIT+ Newsletter can be accessed when subscribing to it at the footer of the TEAMIT+ Website (<https://teamit.plus/>). It is reproduced in figures 1 to 7.

## 2. Videos

During the Kick-Off Meeting, videos were taken of the participants talking about themselves and their expectations from the project. The video of Juhane Dascon from ESTIA has been published on the project’s social media (links below).

- ⊕ [Video on LinkedIn](#)
- ⊕ [Video on Facebook](#)
- ⊕ [Video on Instagram](#)





## Newsletter #1

Follow us ↻



## Welcome

immigrants, refugees and the unemployed people from different knowledge areas, with the fundamental green, digital and resilience skills to become future entrepreneurs who impact the society towards a greener economy. Welcome to the very first TEAMIT+ newsletter! TEAMIT+ is an ERASMUS+ programme. It aims to develop a training programme applying an innovative entrepreneurship pedagogical methodology based on the "learning by creating" approach, which will provide VET and HE students, as well as young

To achieve that, TEAMIT+ combines expertise from five different European regions.

FIGURE 1 TEAMIT+ NEWSLETTER – PART 1



## Why TEAMIT+?



TEAMIT+ contributes to our common need to a greener economy. The project emphasizes the need of education in crucial skills towards this direction. This will not only increase the appropriately skilled workforce, but will also create a new mindset in entrepreneurship with the aim of sustainability.

## How?

TEAMIT+ will create an innovative training program with the learning by doing method. Each training will be composed of 3 different modules. Module 1 is to raise awareness among young people about the global and local issues of climate change and environmental problems. Module 2 will connect companies to young people in the form of open innovation so that young people try to find solutions to the subjects of research and

FIGURE 2: TEAMIT+ NEWSLETTER – PART 2

open innovation so that young people try to find solutions to the subjects of research and development of these companies. Module 3 aims to change the mindset of entrepreneurship training with 3 key concepts: (i) an entrepreneurship that first responds to social and/or environmental needs? (ii) an entrepreneurship composed of intercultural teams; and (iii) an entrepreneurship based on cooperative values.

## Result

TEAMIT+ results in the creation of an innovative educational programme based on the “learning by creating approach”. This programme will educate trainees on necessary green, digital and resilience skills in order to become future entrepreneurs. The goal is to reach 1300 trainees from 5 different regions of Europe, coming from different backgrounds

[Learn more on our official website!](#)

## News

### KICK OFF MEETING

The 21st of September marked the **kick off meeting of the TEAMIT Erasmus+ Project!** The 10 partners met at the Engineering Institute ESTIA in the Basque country (South West of France) to transform the entrepreneurship and innovation. It was the first opportunity for the partners to meet in person and discuss the challenges faced by each country regarding the education on crucial skills towards the transition to a greener economy. The content of the Work Packages and the needed deliverables were presented by each work package lead partner. They also discussed the effort and the possible barriers that might face during the project implementation.

FIGURE 3: TEAMIT+ NEWSLETTER – PART 3





Instead of just focusing on individual entrepreneurs and market success, we're broadening our approach to include environmental, climate, and social concerns. We strive to encourage multicultural entrepreneurship within the European Union. Plus, we're promoting equality through cooperative values.

**Our plan?** Analyze EU regions to understand their unique societal and economic challenges, especially in cooperative entrepreneurship. This knowledge will help us create an exciting "Learning by Creating" model in an innovative training program.

**Project highlights?** The TEAMIT+ training program, a replication guideline, a white book, EU policy recommendations, commitment booklets, trained volunteers, 20 cooperative projects, and an entrepreneurs' network. Let's make a positive impact!

FIGURE 4: TEAMIT+ NEWSLETTER – PART 4



During the Kick off Meeting, the participants had also the opportunity to visit the ESTIA laboratories and experience robotics and 3D visualizations.

Thanks to ESTIA for being fantastic hosts!

## PRESENCE IN "87th THESSALONIKI INTERNATIOLAN FAIR"

Another important event was held last September. The TEAMIT+ project participated in a workshop at the 87th Thessaloniki International Fair. CluBE presented the principles of the educational programme that will be created during the project as well as the goals of the project. The workshop was mainly attended by students, citizens and press representatives as well. This specific fair is a trade fair held every year in Thessaloniki, the 2nd largest city in Greece, so it was a great opportunity to present the project to a wide audience. This event not only raised awareness about the project's objectives but also facilitated networking opportunities with potential collaborators, stakeholders, and supporters.



FIGURE 5: TEAMIT+ NEWSLETTER – PART 5



## UNIVERSITIES FORUM EVENT

The second edition of the Universities Forum was held in Biarritz on February 12, 2024. It was organized by the Euroregion Nouvelle-Aquitaine Euskadi Navarre. The aim of the day was to develop new opportunities for university cooperation within the Euroregion, and to encourage the creation of new synergies between its players. The event was part of the EGTC's Euroregional University Cooperation Strategy, which focuses on networking between local players, research and training, and student and teaching staff mobility within the Euroregion.

The event provided an opportunity to present the UNINAEN platform for Euroregional university cooperation. UNINAEN is a platform designed to facilitate the visualization of the universities and higher education centers that make up the Euroregional university network, and to strengthen the networking of the university community in the three territories.



FIGURE 6: TEAMIT+ NEWSLETTER – PART 6



Pitching sessions enabled participants to meet, exchange ideas and identify new opportunities for cooperation. In this context, ESTIA pitched the TEAMIT + project. A poster of the project was also produced by ESTIA and displayed at the event, along with other posters from participants, to give visibility to everyone's productions, projects, and ideas.

More than 140 entities attended: universities, researchers, managers, teachers, researchers, mobility referents, project managers, etc.

FIGURE 7: TEAMIT+ NEWSLETTER – PART 7

### 3. Roll up

TEAMIT+ roll-up can be used for events, conferences, and workshops. It is visually effective to pass key messages about the project and consists of general information about the project, its logo and the project consortium. There is also a QR code which can be scanned and leads to the project website.

### 4. Brochure

TEAMIT+ brochure can be distributed at different kinds of events. It is similar to the roll up, providing information about the project. There is also a QR code that leads to the project website.

Both the roll up and the brochure will be soon accessed through TEAMIT+ website, in the section “[Outcomes-Communication and visibility](#)”.



Are you 18-30 years old  
and live in the E.U.?



### What is TEAMIT+?

Scan here to learn more

TEAMIT+ is an exciting project aimed at creating a new kind of entrepreneurship training. This program is open to young people, coming from diverse backgrounds including students, migrants, refugees, workers, and job seekers, each bringing unique academic experiences to the table. It's designed to help you address big issues like climate crisis and social inequality. You will get trained in climate awareness, digital proficiency, resilience, creative thinking and many more skills. Using the "learning by creating" methodology, this dynamic training empowers participants to collaboratively create businesses who will impact society towards the transition to a greener economy!

3 MODULES  
to empower yourself  
in entrepreneurial teams

START  
TO IMPACT  
YOUR FUTURE  
NOW!



Co-funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

FIGURE 8: BROCHURE



Co-funded by  
the European Union

Funded by the European Union (Grant agreement No 101111560). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA



Impact the future:  
become a European teampreneur!  
Join the TEAMIT+ Micro-Master  
open to all young people

- #greenskills
- #digitalskills
- #climatecrisis
- #innovation
- #cooperatives
- #learningbydoing
- #teamwork

## TEAMIT+: A European impact entrepreneurship programme

Create impactful solutions  
for your future  
in multicultural teams

▶ [teemit.plus](https://teemit.plus)  
✉ [info@teemit.plus](mailto:info@teemit.plus)



Learn more about TEAMIT+



**UNDERSTAND  
INNOVATE  
CREATE**

Co-funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



FIGURE 9: ROLL UP



Co-funded by  
the European Union

Funded by the European Union (Grant agreement No 101111560). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA

## 5. Press releases

Press releases aim to announce important news, events, or other information, written in journalistic style to generate media coverage and public attention.

ESTIA and KONFEKOOP posted Press Releases on their websites regarding the project's Kick Off Meeting (links below). The press releases were also sent to local newspapers and stakeholders. ESTIA published its press release in French and English. KONFEKOOP published theirs in Spanish and Basque.

- [Press release on ESTIA website](#) (English)
- [Press release on KONFEKOOP website](#) (Spanish)

In addition, JAMK published a press release, in Finnish and English, on the occasion of the 1<sup>st</sup> progress meeting that was held in Finland on 6 & 7 March 2024. The press release also provided information about the territorial analysis that was conducted by UPNA - Public University of Navarre.

