



D6.5 Communication and Promotional Material



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Authors	Sofia Pouri-CluBE
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Communication and Promotional Material

The TEAMIT+ project aims to equip young people with essential skills for a greener economy and entrepreneurship. Effective communication and promotional materials are crucial to ensure reaching the target audience, engage with young people and disseminate the project outcomes. The communication strategy includes newsletters, videos, leaflet, roll-up press releases and articles.

1. Newsletters

Regular newsletters are published to keep subscribers informed about the latest news, updates, and information of the TEAMIT+ project. Five newsletters have been published so far, available both via emails to the subscribers and on the TEAMIT+ website too. All newsletters can be easily accessed through the TEAMIT+ website following this link on TEAMIT+ website: <https://teamit.plus/communication-material/>

The first TEAMIT+ newsletter is an introductory one, including general information about the project and its objectives, as well as details about the kick-off Meeting held in ESTIA. It also included the participation of TEAMIT+ in two major events: the *Thessaloniki International Fair* (September 2023) and the *Universities Forum Event*, in Biarritz (February 2024). It was organized by the Euroregion Nouvelle-Aquitaine Euskadi Navarre, and aiming to develop new opportunities for university cooperation within the Euroregion. TEAMIT+ Newsletters can be easily accessed when subscribing to it at the footer of the TEAMIT+ Website [1st Newsletter](#)

The second newsletter highlighted the Territorial Analysis, led by UPNA, emphasizing the low self-employment rate among young people in the European Union. It also featured the 100th edition of the *24h Of Innovation for the Planet* and the *Kozani Youth Fest 2024*, held in the city of Kozani by GO Alive. Updates on the website and info about registrations were also mentioned, as well as the upcoming event of the SEED International Conference on Sustainable Energy Education [2nd Newsletter](#)

The third TEAMIT+ newsletter focused on the SEED Conference in Valencia, where TEAMIT was presented. The launch of the TEAMIT+ training programme was announced in this newsletter and what to expect from Module 1. It also included project partners and Finnish ambassadors [3rd Newsletter](#)



The fourth TEAMIT+ newsletter provided insights into Module 1, including a reel of the ambassadors explaining why they chose to be a part of TEAMIT+ and the latest report, led by our UPNA partners, about the challenges and opportunities for multinational, multicultural cooperatives in Europe. [4th Newsletter](#)

The fifth newsletter covered the *24h of Innovation* event, its winners and the 1st TEAMIT+ bootcamp and workshops of Module 3. [5th Newsletter](#)

2. Roll up banner

A new version of the Roll up banner was created with a more inclusive image. It has been translated in French too. This promotional tool is used at events, conferences, and workshops, providing a quick visual overview of the project. It includes a QR code too, leading to the project website.



FIGURE 1 ROLL UP (MOCKUP)

FIGURE 2 ROLL UP (EN)



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FIGURE 3 ROLL UP (FR)



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3. Leaflet

The TEAMIT+ leaflet, available in English and French, provides project details and a QR code that can be scanned to access the website. Both the roll up and the leaflet can be accessed through TEAMIT+ website, in the section “[Outcomes- Communication and visibility](#)”. They were redesigned to ensure inclusivity, reflecting TEAMIT+ commitment to gender equality, non-discrimination and the equal access to education.

4. Press releases

Press releases aim to announce important news, events, or other information, written in journalistic style to generate media coverage and public attention. 7 in total have been published so far, to announce major project milestones and events. They have been distributed to local newspapers, stakeholders and partner organisations’ websites. All press releases can be accessed via the TEAMIT+ Website, visiting the [Communication material](#) section.

ESTIA and KONFEKOOP published press releases on their websites regarding the project’s Kick Off Meeting. 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.

JAMK published a press release, in Finnish and English, about the 1st 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.

Several press releases were published about the *24h of Innovation* event of the first edition of TEAMIT+. CluBE sent 3 press releases to local media: one general release, with information about the flagship event in Greece, one focusing on the participating companies and one after the event, covering the results, the challenges and prizes. ESTIA also published about the “24h Of Innovation” emphasizing that it was held simultaneously in Greece, Finland and Spain.



Create IMPACTFUL solutions for your FUTURE in multicultural TEAMS



UNDERSTAND
INNOVATE
CREATE



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FIGURE 4 LEAFLET EN (FRONT)



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FIGURE 5 LEAFLET EN (BACK)





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FIGURE 6 LEAFLET FR (FRONT)



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FIGURE 7 LEAFLET FR (BACK)

5. Articles

The articles, found in the [News & Events](#) section on the TEAMIT+ website, feature detailed coverage of projects' activities, events and progress. They serve as an informative resource, with insights beyond the standard press releases.

To date, five articles have been published:

1. ESTIA pitched the TEAMIT+ project at the second edition of the Universities Forum in Biarritz

[Read more](#)

2. TEAMIT+ was present at the Conference on Sustainable Energy Education in Valencia

[Read more](#)

3. Successful Launch of TEAMIT+ Training Program Across Four European Cities!

[Read more](#)

4. Participants from Finland share insights and inspiration from Module 1: Climate and Solidarity day 2024

[Read more](#)

5. The "24h of Innovation" in three European cities!

[Read more](#)

This section helps document the project's progress, share experiences and increase visibility.

6. Videos

A dedicated [YouTube channel](#) has been launched, hosting promotional and event-related videos. Five videos have been uploaded so far.

1. Promotional video on TEAMIT+ training programme

[Watch here](#)

2. Reel about Module 1



[Watch here](#)

3. Module 1: The Aftermovie

[Watch here](#)

4. Overview of the *24h of Innovation* event

[Watch here](#)

5. The *24h of Innovation* flagship event in Greece

[Watch here](#)



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