



Project Code: 2024-1-IT02-KA220-ADU-000247313



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Skills Training And Growth through Erasmus+ Theatre

Guidelines for the Three-Year Communication Strategy of the STAGE+T Project



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Introduction

This document defines the vision, objectives and operational plan of the communication strategy for the 36 months of the project "Skills Training And Growth through Erasmus+ Theatre" (STAGE+T). The aim is to provide a clear and coherent framework for all dissemination activities, with a specific operational focus on the implementation plan for the first six months. Effective communication is the engine for achieving the project's objectives, which aim to promote personal growth and the development of skills in adults through the innovative approach of theatre. The strategy presented here is designed to maximize the visibility, involvement and impact of the project at local, national and European level, culminating in the dissemination of its main intellectual achievement: the "Manifesto of the Social Theatre of the Third Millennium".

1. Vision and Strategic Communication Objectives

This section defines the strategic "why" of the STAGE+T project and its communication. Establishing a clear vision, measurable goals, and a defined audience is the prerequisite for turning project ambition into tangible and lasting impact, ensuring that every action is perfectly aligned with the core mission.

1.1. The Mission of the STAGE+T Project

The mission of the STAGE+T project is to promote personal growth and competence development in adults through an innovative active learning approach based on theatre. This approach has its roots in solid pedagogical models such as Augusto Boal's "Theatre of the Oppressed", Paulo Freire's transformative pedagogy and the principles of Universal Design for Learning (UDL). Through this methodology, the project aims to counteract disaffection and isolation, consolidating interpersonal relationships. As the experience of industry professionals testifies, when working together on stage, *"the bond that is formed remains strong, beyond time or friendship."* The ultimate goal is not only to apply this methodology, but also to codify it and make it a lasting legacy for professionals across Europe through the drafting of the "Manifesto of the Social Theatre of the Third Millennium".

1.2. Key Objectives of Communication

The strategic objectives of the communication are derived directly from the activities envisaged in Work Package 4 (Dissemination) and are designed to guide every action, from content creation to impact measurement.

- **Increasing project awareness and visibility** This goal is the initial pillar of the strategy. Its aim is to raise awareness of the STAGE+T project, its innovative methodology and its transformative potential to a wide audience. Strategically, a solid initial awareness is essential to attract participants, stakeholders and partners, creating the basis for the success of the subsequent phases.
- **Encouraging active involvement** The communication of the project must not be limited to a simple dissemination of information. This goal aims to build a community of active stakeholders, including educators, theatre workers, participants and policy makers. Active engagement transforms passive recipients into project advocates and multipliers, creating a collaborative ecosystem that amplifies its impact.

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- **Measuring social impact** Effective communication is also a data collection tool. This strategic objective requires that communication activities are designed to collect feedback, testimonies and quantitative data (through surveys and interviews) that demonstrate the effectiveness of the STAGE+T methodology. Measuring impact is crucial to validate the project and support its replicability.
- **Ensuring long-term sustainability** The ultimate goal of the communication is to create a legacy that will survive the conclusion of the financing. Dissemination activities aim to consolidate results, make the resources produced widely accessible and encourage the adoption of the STAGE+T methodology by other organisations. In this way, communication helps to lay the foundations for the future sustainability of the model.

1.3. Target Groups

Precise identification of target groups is crucial for calibrating messages and choosing the most effective channels. The following table illustrates the main target groups of the STAGE+T project and their strategic importance.

Target Group	Strategic importance
Adult educators and trainers	They represent the main multipliers of the methodology. Involving them means ensuring that the innovative practices of the project can be integrated into formal and informal training courses, ensuring the replicability and scalability of the STAGE+T approach. The messages for them should highlight the pedagogical benefits and practical tools offered.
Adults with low skills and vulnerable groups	They are the direct beneficiaries of the project. This group includes people at risk of social exclusion such as the elderly, refugees and people with disabilities. Communication must be inclusive and reassuring, emphasizing how the project offers a safe space for personal growth. Theatre is powerful for this reason, because it <i>"cancels distances and is the same for everyone"</i> , creating a common ground for learning and overcoming isolation.
Theatre and social workers	They are facilitators and strategic allies . Their experience in the field of social theatre and working with communities is invaluable. They must be involved to enrich the methodology and to promote the project within their networks. The messages addressed to them must enhance the innovation of the project and the opportunities for collaboration.
Institutions and policy makers	This group is crucial for the sustainability and systemic impact of the project . Influencing educational and social policies at local, national and European level can ensure formal recognition of the methodology and facilitate its inclusion in institutional programmes. The Communication should present impact data and concrete recommendations.

This clear definition of the vision, objectives and audience constitutes the strategic map that will guide the implementation of the three-year communication plan.



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2. Three-Year Communication Strategy (2024-2027)

This section outlines the three-year strategic roadmap, an incremental path that turns vision into impact. Articulated in three synergistic phases and aligned with Work Package 4, the strategy progressively builds the visibility, community and legacy of the project over the course of 36 months.

2.1. Phase 1: Awareness and Strategic Development (December 2024 – June 2025)

This initial phase represents the foundation of all project communication. The primary goal is to establish a solid visual and narrative identity for STAGE+T and create the basic tools to reach the target audience. The activities focus on strategic planning and the production of essential materials.

- **Development of the communication, sustainability and impact strategy:** Detailed definition of targets, key messages and channels.
- **Creation of promotional materials:** Production of digital brochures, presentations and other information media.
- **Creation of the project website and social media profiles:** Establish the online presence that will serve as a central hub for all communications.

2.2. Phase 2: Community Building and Online Dissemination (June 2025 – December 2027)

Once the foundation is laid, this phase becomes the beating heart of engagement activities. The goal is to transform the initial awareness into an active and participatory community, which interacts with the project and shares its values. Dissemination shifts from an informational logic to a logic of dialogue and co-creation.

- **Continuous management of online communication channels:** Constant updating of the website and animation of social profiles.
- **Creation and sharing of informative and engaging content:** Publication of articles, videos, interviews and testimonials to tell the development of the project.
- **Organization of dissemination events:** Realization of conferences, workshops and webinars to encourage direct interaction with stakeholders.

2.3. Phase 3: Impact Measurement and Project Legacy (September 2025 – November 2027)

This phase, which partly overlaps with the previous one, is dedicated to the validation of the results and the capitalization of the work carried out. The aim is to demonstrate the effectiveness of the STAGE+T methodology with concrete data and consolidate its legacy, ensuring that the impact of the project lasts beyond its conclusion.

- **Collecting and analyzing project impact data:** Administering surveys and conducting interviews to gather qualitative and quantitative feedback.
- **Producing a Social Impact Report:** Summarizing the results in a comprehensive document demonstrating their effectiveness.



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- **Organization of the final multiplier events:** Sharing of the final results and presentation of the "Manifesto of the Social Theatre of the Third Millennium", the culmination of the intellectual work of the project, conceived as a visionary guide for professionals in the field throughout Europe.

This three-year path is designed to build a growing and sustainable impact, starting from the solid foundations that will be laid in the operational plan of the first six months.

3. Operational Plan for the First Six Months (December 2024 – June 2025)

This section translates our strategic vision into a concrete and time-bound action plan for the first six months, a critical and non-negotiable phase. Success in this period is critical, as it establishes the founding assets and public identity of the project for the entire duration of the 36 months.

3.1. Activity 1: Development of the Communication, Sustainability and Impact Strategy

This activity is the strategic starting point. It is a matter of translating the vision of the project into a detailed and coherent action plan. Expected results include:

- **Targeting:** An in-depth analysis and detailed segmentation of target audiences to personalize messages and channels.
- **Identification of key messages:** The elaboration of central, clear and impactful messages that effectively communicate the mission and benefits of the STAGE+T project.
- **Selection of communication channels:** The thoughtful choice of the most appropriate platforms (website, specific social media, newsletters, etc.) to effectively reach each audience segment.
- **Responsibilities:** SIT is the partner responsible for the drafting of this strategy, which will be developed in close collaboration and with the contribution of all the project partners: **Talent Garden DK (TG DK)**, **C&C Training S.r.l. (C&C Training)** and **CONIL CAMP SRL (CONIL CAMP)**.

3.2. Activity 2: Creation of Promotional Materials and Online Presence

In parallel with the strategic definition, this activity focuses on the production of operational tools for communication. The main outputs are:

- **Project Website:** The responsibility for its creation is entrusted to **SIT**. In line with its role in WP4, **SIT** will also coordinate the project's cultural events, for which the site will serve as a central hub and promotional platform.
- **Promotional Materials:** A suite of background materials, such as digital brochures and presentations, will be produced to support dissemination activities. The creation of these materials is the responsibility of **CONIL CAMP**.
- **Social Media Profiles:** Profiles on social media channels identified as strategic will be created and configured, ready to be activated at the time of the launch of the online communication.

3.3. Timeline and Responsibilities

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The following table illustrates a proposal for an operational breakdown of the official six-month timeline, designed to effectively manage workflow and monitor progress.

Month/Period	Main activity	Responsible Partner
Dec 2024 - Feb 2025	Kick-off and detailed definition of the Communication Strategy	SIT (Lead), All Partners
Mar 2025 - Apr 2025	Creation of the website and promotional materials (drafts)	SIT (Website), CONIL CAMP (Materials)
May 2025	Review and finalization of materials and website	All partners
Jun 2025	Official launch of the website and start of online communication	All partners

The coherence and effectiveness of these activities will be ensured by adherence to the guiding principles and key messages defined for the entire project.

4. Guiding Principles and Key Messages

These principles and messages form the DNA of STAGE+T communication. They ensure that the voice of the project is united, recognisable and effective, acting as a common thread linking every initiative across all channels and in all partner countries.

4.1. Tone of Voice

The communication of the STAGE+T project will adopt an **inclusive, accessible, innovative and professional tone of voice**.

- **Inclusive:** We will use language that welcomes and values diversity, avoiding stereotypes and ensuring that each individual feels represented and respected.
- **Accessible:** Content will be clear, simple, and straightforward, free of unnecessary technical jargon, to be understandable to a wide and varied audience.
- **Innovative:** The tone will reflect the pioneering spirit of the project, which combines the theatrical tradition with the challenges and tools of the present to create new learning opportunities.
- **Professional:** Communication will always be credible, based on data and concrete results, and will reflect the seriousness and commitment of a project funded by the European Union.

4.2. Key Messages

The following key messages will be at the heart of all communication, to convey the essence of the STAGE+T project in a concise and effective way.

- **Theatre as a Growth Tool:** Theatre is not just art, but a powerful pedagogical tool to develop soft skills and promote personal growth in adults.

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- **Inclusion and Active Participation:** STAGE+T creates safe and accessible spaces where every adult, especially those belonging to vulnerable groups, can become the protagonist of their own learning path.
- **Innovation for the Challenges of the 21st Century:** The project combines theatrical tradition with digital tools to respond to contemporary challenges such as social isolation and the skills gap.
- **European Collaboration for Shared Impact:** The project combines unique expertise from three countries: the Italian experience in social theatre and pedagogy, the Romanian specialisation in the inclusion of people with disabilities and the Danish avant-garde in digital innovation and community theatre. This synergy creates a rich, replicable and sustainable European educational model.

Conclusion

The strategic approach to communication of the STAGE+T project is designed to be gradual, coherent and impact-oriented. Building on a solid foundation built in the first six months, the strategy will develop to build an active community, measure achievements and leave a lasting legacy through its Manifesto. The initial operational phase will serve as a springboard for the long-term success of the project. We are confident that, through targeted and effective communication, STAGE+T will be able to generate a significant and positive impact on adult education in Europe.