MAKE IT OPEN

MAKE IT OPEN SCHOOLING TOOLKIT

PROMO PACKAGE

14/09/2023

Thank you for supporting us with the promotion *Make it Open Schooling Toolkit*, developed with financial and content support from the Make it Open project and the European Union's Horizon 2020 research and innovation programme. The Toolkit is free, online, and open to formal as well as non-formal educators, school stakeholders and local community actors from any country.

In this document, you will find information on how to promote the course through communication with your networks and audiences. Please feel free to adapt this for your own purposes and style as you need.

Should you have any questions, please contact the project coordinator at galliaj@ecsite.eu.

Make it Open has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 872106. The content of the document is the sole responsibility of the authors and it does not represent the opinion of the European Commission (EC), and the EC is not responsible for any use that might be made of information contained.

Table of Contents

KEY INFORMATION ABOUT THE TOOLKIT 3
PROMOTING THE TOOLKIT 5
How you can help 5
Key information for promotion 5
SUGGESTED MESSAGES AND VISUALS 6
Newsletter item 6
Facebook 6
Twitter 8

KEY INFORMATION ABOUT THE TOOLKIT

Title	Make it Open Schooling Toolkit
Provider	Make it Open
Project	Make it Open
Funder(s)	European Union's Horizon 2020 research and innovation programme under grant agreement No 872106.
Description	The Make it Open Schooling Toolkit, derived from the learnings of the Make it Open project, provides a range of practical benefits that make it highly relevant for various community actors. By embracing Open Schooling principles outlined in the toolkit, schools can position themselves at the center of addressing both local and global challenges relevant to their communities. Through collaborative efforts involving diverse stakeholders, such as non-formal education organisations, families, and local authorities, Open Schooling initiatives foster community engagement and generate innovative solutions. The toolkit serves as a guide, enabling educators to design inclusive learning environments that encourage active participation and enhance students' abilities to tackle real-world issues. By adopting Open Schooling practices, different community actors can cultivate a culture of creativity, critical thinking, and social responsibility, empowering students to make a positive impact within their communities and beyond.
Objectives	This toolkit on Open Schooling caters to two target audiences, teachers and non-formal learning organisations, and is designed to: • Position schools at the centre of community wellbeing. • Introduce maker education and citizen science as transformative approach for open schooling. • Increase the level of scientific literacy and interest in science of students and parents. • Mainstream Open Schooling.
Target audience	It is designed to empower **teachers** and **educators** on their Open Schooling journey, the toolkit offers access to a wealth of valuable resources. Within its content, educators will discover Make it Open tools, practical guidance, innovative approaches, and inspiring examples, all of which will facilitate the successful implementation of Open Schooling projects in their educational environments.

	For **non-formal learning organisations**, this toolkit serves as a valuable resource that draws upon the direct experiences and invaluable tips shared by the 10 hubs involved in the Make it Open project. These hubs, mostly led by science centres and museums as well as other non-formal learning organisations, acted as educational incubators and supported over 150 schools in their transformation from traditional educational institutions to spaces of community well-being.
Language	English
URL	Introduction: https://makeitopen.eu/the-make-it-open-schooling-toolkit-is-out/ Full document: https://www.ecsite.eu/sites/default/files/make_it_open_schooling_toolkit_1.pdf
Disclaimer	Make it Open has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 872106. The content of the document is the sole responsibility of the authors, and it does not represent the opinion of the European Commission (EC), and the EC is not responsible for any use that might be made of information contained.

PROMOTING THE TOOLKIT

Your help is requested in promoting the dissemination of the **Toolkit**. Please find below the relevant information.

How you can help

You can do this in various ways, including:

Use the suggested Facebook posts, Tweets and visuals for dissemination of course and registration information on your social media channels.

Use the information provided in this document to promote the Toolkit via any other dissemination channels you may have available to you (for example, newsletters, bulletins, digests, blog articles).

Circulate information (including this document) to relevant contacts: members of your network, organisations that you know are active on the topic and individual contacts.

If you would like to promote the Toolkit in ways not outlined above, or require any specific information or assets, please find our contact details at the cover page.

Key information for promotion

Promotion dates	From September onwards.
Promo pack URL	https://makeitopen.eu/wp-content/uploads/Toolkit-Promotion.pdf

Useful Twitter handles and hashtags:

Toolkit Hashtag	#MiOToolkit
Project handle/hashtag	#MakeitOpen @OStogether
Facebook Channels	Open Schooling Together

SUGGESTED MESSAGES AND VISUALS

We have prepared a few messages that you can use to promote the Toolkit. Please feel free to take and adapt them for your needs! If you adapt our messages, however, please make sure to respect the references to our funders.

Newsletter item

The Make it Open Schooling Toolkit Is Out!

The **Make it Open Toolkit** has now come to the forefront!

This comprehensive resource repository is poised to further propagate the concept of Open Schooling, providing individuals with the **essential tools** and **knowledge** to embrace this progressive educational paradigm.

The toolkit builds on the **direct experience of the hubs and teachers** that Implemented the Make it Open approach during the school year 2022-2023!

The toolkit serves as a guide, enabling both formal and non-formal educators to design inclusive learning environments that **encourage active participation** and **enhance students' ability to tackle real-world issues**.

Learn more!

Facebook

🗺 Check out how science centres are taking part in #MakeItOpen and how #openschooling enhances the classroom's engagement in science!

Have a look at the Toolkit to learn more ⤵
makeitopen.eu/the-make-it-open-schooling-toolkit-is-out

⛵ Are you a teacher or a non-formal educator looking to embark on an #OpenSchooling journey?

💡 Then the #MakeitOpen toolkit is for you!

Get access to the essential tools and knowledge needed to embrace this progressive educational paradigm 👉makeitopen.eu/the-make-it-open-schooling-toolkit-is-out

#MakeItOpen has four primary objectives:

. 🏫

. 🔭

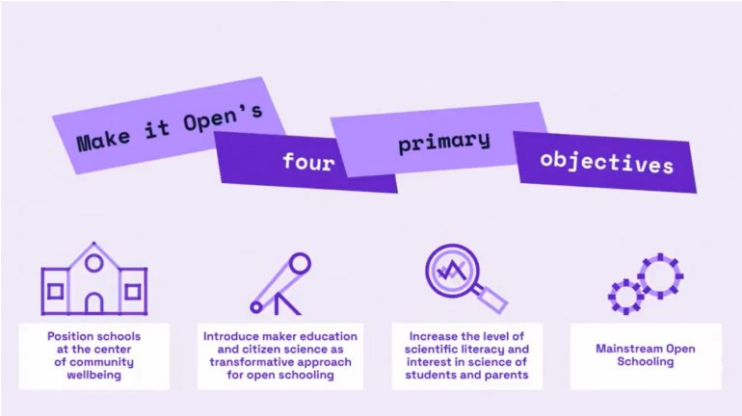
. 📈

. ⚙️

Can you list them all? 👆

Let's revise the MiO Toolkit!

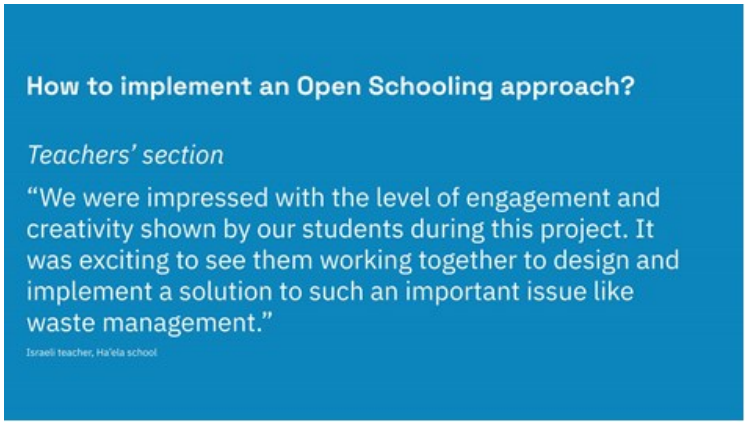
makeitopen.eu/the-make-it-open-schooling-toolkit-is-out



Twitter

🏫 How does #OpenSchooling enhance the classroom's engagement in science?

Let's ask the teachers! 🔎 https://makeitopen.eu/the-make-it-open-schooling-toolkit-is-out/



🗺 Check out how science centres are taking part in #MakeitOpen !

Hear from the Hub leaders to learn more ⤵
https://ecsite.eu/sites/default/files/make_it_open_schooling_toolkit_1.pdf

#MakeitOpen has four primary objectives:

. 🏫

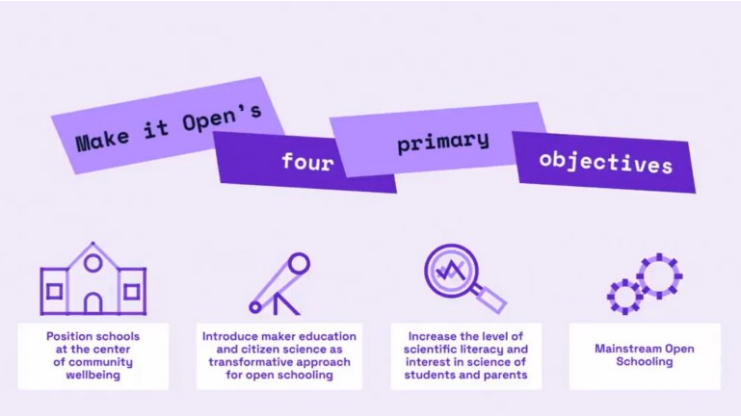
. 🔭

. 📈

. ⚙️

Can you list them all? 👆

Let's revise the MiO Toolkit! https://makeitopen.eu/the-make-it-open-schooling-toolkit-is-out/



[comment] ⬇️ Download it here:
https://ecsite.eu/sites/default/files/make_it_open_schooling_toolkit_1.pdf

⛵ Are you a teacher or a non-formal educator looking to embark on an #OpenSchooling journey?

💡 Then the #MakeitOpen toolkit is for you!

Get access to the essential tools and knowledge needed to embrace this progressive educational paradigm 👉 https://makeitopen.eu/the-make-it-open-schooling-toolkit-is-out/