

A EUROPEAN MARKETING CAMPAIGN



Agenda

INTRODUCTION TO THE PROJECT

Content, Tasks, Output, etc.

BEHIND THE SCENES

Insights into partner finding, collaboration, learnings, pitfalls, etc.

Q & A

Anything you'd like to know



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International Business administration (BSc)

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Introduction to the project



A European Marketing Campaign

eTwinning Project school year 2021/22



HTL Spengergasse

1 teacher

23 students (~17 y.o.)

class in animation design

project included in business classes



Lycée Fresnel

1-2 teachers

22 students (~17-19 y.o.)

class in international trade

project mostly included in English classes



8 groups á ~6 persons:

2-3 students from 

3 students from 





Content



MARKETING



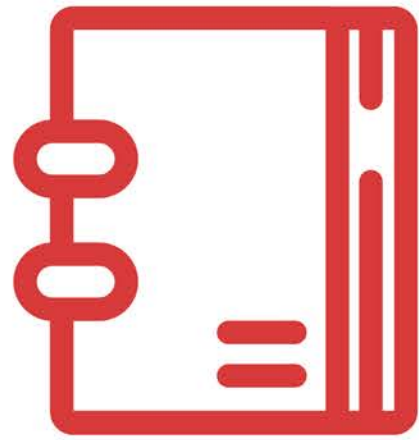
**ENVIRONMENTAL
EDUCATION**



MEDIA



ETHICS



Tasks for students



**INTRODUCTION TO TEAM MEMBERS
- "THAT'S TYPICALLY ME"**



RESEARCH ON FOOD WASTE IN AT & FR



COMPANY ANALYSIS "TOO GOOD TO GO"



CREATION OF BUYING PERSONAS



**CREATION OF PROMOTIONAL
CONTENT FOR "TOO GOOD TO GO"**

Hairy

Emma Peterson



Job Title
pastry cook

Age
25 to 34 years

Highest Level of Education
Associate degree (e.g. AA, AS)

Social Networks



Industry
Food & Beverage

Organization Size
1-10 employees

Tools They Need to Do Their Job

- Invoicing Software
- Employee Scheduling Software

Shop Information

- Emma's Cupcake Paradise
- founded in 2019
- location: Einsiedlerplatz, 1050 vienna

- MO - FR: 07:00 - 16:00
- SA - SO: 07:00 - 13:00

Goals or Objectives

She wants to run a eco-friendly bussines. Moreover she wants to help reduce food-waste and polution. And more than anything she wants to make people happy.

Biggest Challenges

- finding new customers
- become a known shop
- sell her goods despite high prices due to the quality
- become a well-known shop
- find customers
- comming up with new and creative recepies



Job Title
Etsy Seller, Potter

Age
25 to 34 years

Highest Level of Education
Some college, no degree

Social Networks



Industry
Sales

Organization Size
Self-employed

Preferred Method of Communication

- Email
- Social Media
- Text Messaging
- Phone

Tools They Need to Do Their Job

- Email
- Invoicing Software
- Cloud-Based Storage & File Sharing Applications
- Accounting and Bookkeeping Systems

Job Responsibilities

Availability, marketing, make sure product reaches the customer, ensure customer satisfaction

Their Job Is Measured By

How many sales they can make, how much he can produce

Goals or Objectives

Expand their sales and business while maintinging creative freedom

They Gain Information By

Online research, took courses

Biggest Challenges

- Resources
- Project Management & Disorganization
- Communication
- Navigating Client Relationships & Communications
- grabbing attention, creating demand for the product



Too Good To Go

gives you the time to prepare and learn about new dishes together

Too Good To Go

allows you to teach your children about where their food comes from

Too Good To Go

makes it possible to enjoy affordable and low waste meals at home



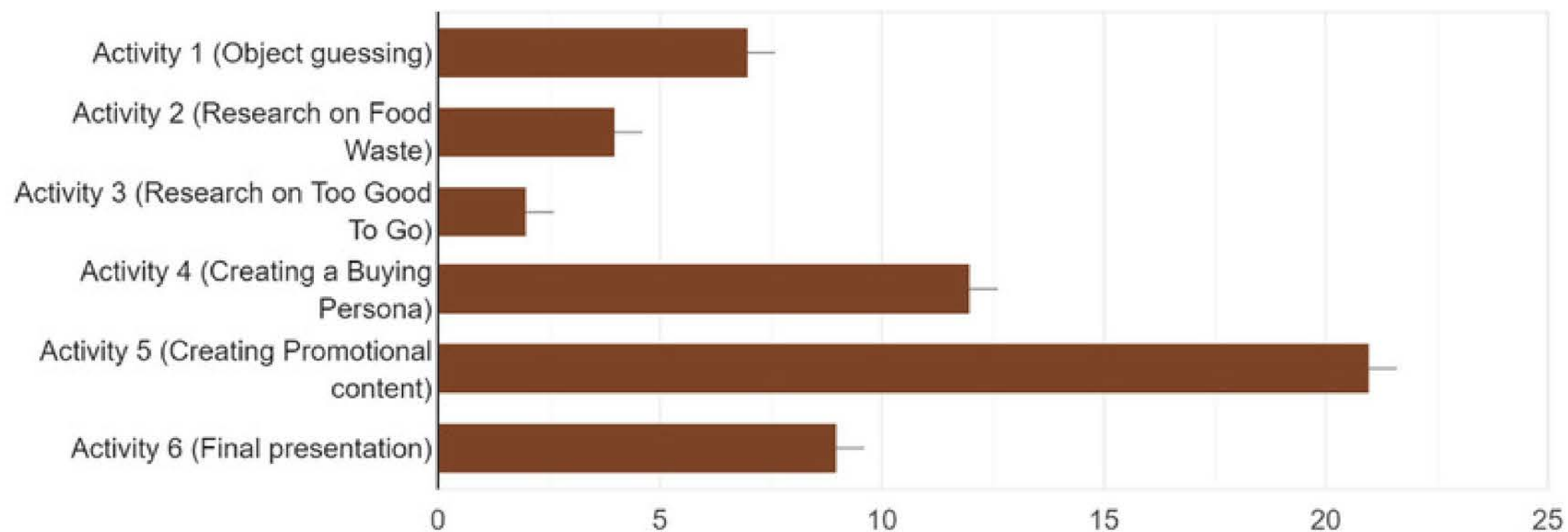
“FOOD CRATE”

- ° Recycable
- ° Reusable
- ° Right



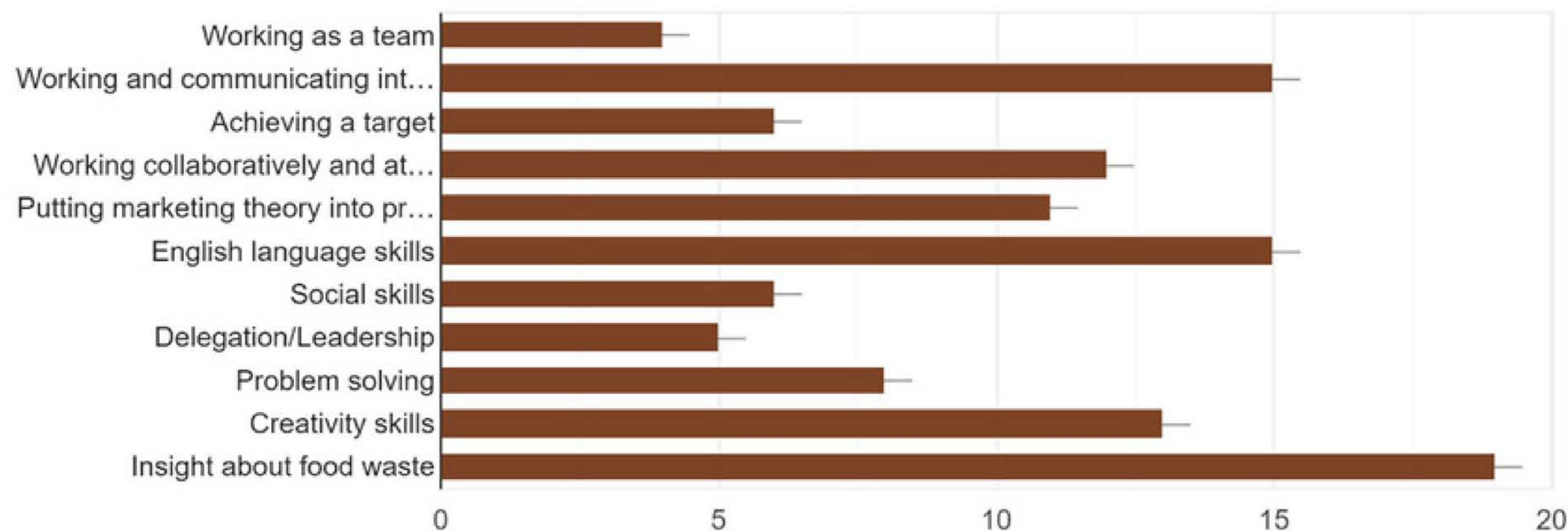
Which of these activities of the project did you enjoy the most? Choose the two most important ones for you

32 Antworten



What did you learn? Multiple answers possible.

32 Antworten





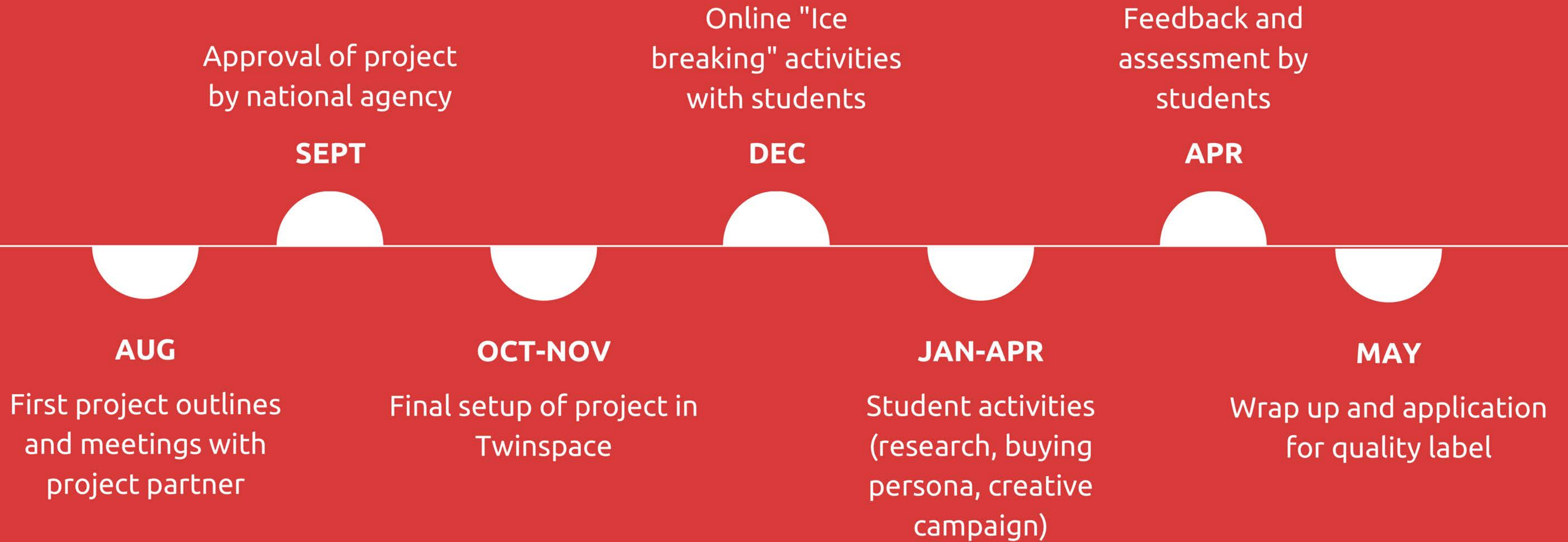
quality label + 3. place of Austrian eTwinning projects + winner "Schools and New European Bauhaus"

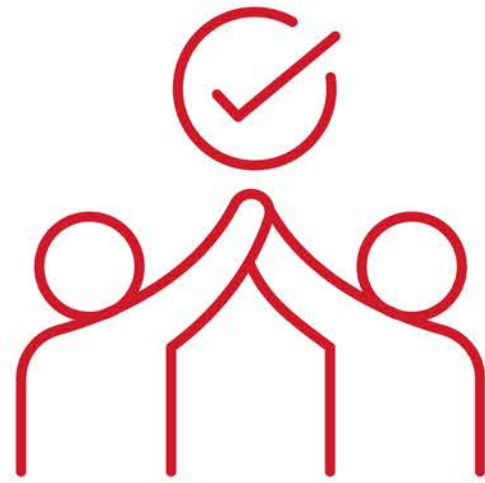


Behind the scenes



Timeline 21/22





Finding partners



alternatives

School education platform

section Partner finding

Scroll through existing requests

Get an idea who is out there and what requests could be interesting

Post your own request with project ideas

some initial ideas (topics, possible tasks,...)
helpful to get people interested

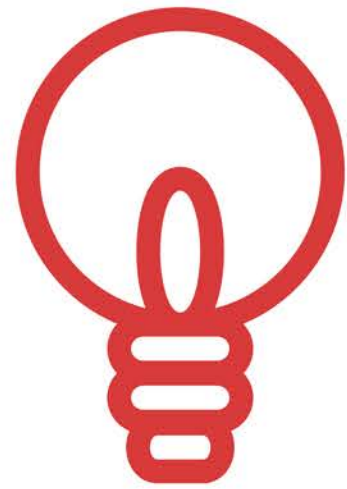
Check comments and inbox regularly

Facebook groups

Erasmus+ partner search

LinkedIn groups

Erasmus plus partner finding



Finding ideas

Browse existing projects

get an idea of what is possible by looking at other projects

Curricula

go through your curricula and check if any topic would be nice to look at from an international perspective

CLIL classes

in case you teach by CLIL, check what topics can be done online with fellow international students

Discuss with project partner

brainstorm potential touch points with partner

Reasons to keep going

- students motivated to talk English
- students motivated to meet international fellows
- students learned a lot about communication
- nearly no "red tape"
- easy access to intercultural exchange for students
- great way to find partners for larger projects or other mobilities --> job shadowing already planned for 23/24
- possible to use during classes



Pitfalls during the project

- lock downs and "hybrid" teaching
- many students absent during classes
- TwinSpace not suitable for fast communication
- communication on various platforms
- students' intercultural exchange difficult due to absence
- classes in AT and FR not at the same time
- the typical group problem: some work, some don't



Personal learnings

- first steps: experienced partner extremely helpful
- detailed preparation helpful to keep structure
- preparation well in advance (timeline!)
- regular status quo updates in class needed



Q&A



"The nice thing about teamwork is that you always have others on your side."

Margaret Carty, American author



Scan to connect with me

