



REPORT FOR THE 4TH ADVISORY COUNCIL COMMUNICATION TEAM ITAKA ESCOLAPIOS

Throughout its trajectory, Itaka-Escolapios has been developing a set of initiatives in the field of communication and has created various tools and resources in this regard. Likewise, it has been provided with a team of people (at a general level, but also in some cases as a local reference) in charge of ensuring communication remains a transversal line of the entity. All this has facilitated significant expansion and improvement of the Itaka-Escolapios' communicative project in recent years.

For an organization as diverse as Itaka-Escolapios, it's challenging to maintain a common framework for the communicative project we develop, both as a result of the places in which we are present and the types of projects themselves. But at the same time, this diversity has a great potential to reach people and spread the word about what we are and what we do in Itaka-Escolapios, inviting them to participate.

FUNCTIONING AND COMPOSITION OF THE TEAM.

The team consists of seven people from three different countries: Spain (Emmaus and Bethany), Brazil and Mexico. The intention is to gradually incorporate more people from the various countries in which Itaka-Escolapios is present.

The team has scheduled at least three meetings (via Teams) throughout the year. In any case, it maintains regular contact via e-mail for the coordination of various publications/activities. In addition, it's in permanent contact with the executive committee to keep them informed of the different steps that are being taken.

It currently consists of:

- Patricia Bicalho (Brazil)
- Priscila Soares (Brazil)
- Juan Gonzalez (México)
- Jesús Marín (Spain)
- Ion Aranguren (Spain a)
- Paz Suñer (Spain)
- Igor Irigoyen (Spain)
- Joseba Alzola. **Team coordinator**

General and specific goals of the team.

The general goals that we set as a communicative project of Itaka-Escolapios are as follows:

1. Spread the mission of the Pious Schools, especially the one carried out through the projects promoted by Itaka-Escolapios.
2. Call for participation in the various ways of being part of and collaborating with the Pious Schools.
3. Promote ways to fundraise for Itaka-Escolapios, especially partners-collaborators.
4. Sensitize society and offer educational training in fundamental human and Christian values, such as justice, equality, and solidarity.
5. Strengthen the common identity of the participants in Itaka-Escolapios.
6. Provide an explanation to collaborators, as well as to society in general.
7. Maintain a reciprocal and fluid informative link with the founding entities: Pious School territories and piarist fraternities.
8. Promote a suitable internal flow of information among the people who participate, whether they are volunteers or employees, about the different aspects of the life of Itaka-Escolapios and its projects.
9. Highlight the work of Itaka's professionals, volunteers and partners.

During the last year we set the following activities to be carried out:

a) *Start a specific "Microsolidary" communication campaign.*

This campaign aims to gather as many testimonies as possible of small gestures of solidarity that have been carried out because of the COVID-19 pandemic, and to publicize the Itaka-Escolapios network and its response to this situation.

b) *Manage the different publications of the network: reports, newsletters, etc.*

A specific report "Itaka Escolapios before COVID-19" has been published, which analyzes the consequences of the pandemic in the 16 countries where the foundation is present. The Itaka-Escolapios Report, which includes all the activities of the year 19-20, will be published in four different languages.

c) *Coordinate the communication of the solidarity campaign.*

As in recent years, a space has been created on the website of Itaka-Escolapios where you can find a lot of activities for use when working with young people.

d) *Coordinate the maintenance of the websites.*

As a team, we coordinate the maintenance of the two websites that are used by the Itaka-Escolapios network:

- the Itaka Escolapios website <http://www.itakaescolapios.org>

- The educa website <http://www.educa.itakaescolapios.org> (educational network for social transformation).

In both websites we pursue the same goals:

1. Increase followers.
2. Improve the quantity and quality of the content published.
3. Increase interaction with followers.
4. Create community.
5. Promote loyalty to followers.

e) Creation of a calendar of international days.

f) Coordination and maintenance of collaborative work tools.

g) Manage the different social networks (Facebook, Twitter, YouTube, and Instagram).

h) Creation of partnership campaigns.

i) And, above all, to attend to the different offices by responding to their needs as they arise.

Aspects to improve and what possibilities for the future are seen from the team

- Continue with the internationalization of the team.
- Creation of more audiovisual material: Videos, short films, etc.
- Creation of a new Manual of Style for the “Itaka Escolapios” brand.
- Update the Itaka-Escolapios website.
- Promotion of the EDUCA website as an element of transmission of the values that Itaka-Escolapios transmits, involving schools, social entities, etc.
- Coordinate social networks. Improve the planning of publications. Create ways of analyzing and evaluating our publications.
- Develop short training courses on various topics related to communication that can help the different offices of the network.
- Promote small local communication teams.
- Creation of an image and video bank at the network level.
- Take care with the translations and subtitling of the videos we produce.
- Update and finalize the Communication Plan: looking after the communication channels, being present in new networks, defining new individualized strategies for target audiences, etc.