



Come ThinkAgain

Certification based Education
Training System

Communication and Dissemination

Mid-term Report

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TABLE OF CONTENTS

LIST OF ACRONYMS 4

EXECUTIVE SUMMARY 5

1. INTRODUCTION 6

2. COMMUNICATION ACTIVITIES 7

2.1. ESTABLISHMENT OF ONLINE PRESENCE 7

2.2. PARTNER ENGAGEMENT AND CAMPAIGNS 8

2.3. ELABORATION OF COMMUNICATION MATERIALS AND TEMPLATES 9

2.4. EVENTS 10

3. DISSEMINATION ACTIVITIES 11

3.1. PROJECT UPDATES VIA WEBSITE, BLOG, AND SOCIAL MEDIA 11

3.2. ACCESSIBLE AND AUDIENCE-TAILORED DELIVERABLES 12

3.3. NEWSLETTER LAUNCH 12

3.4. SCIENTIFIC AND EDUCATION-RELATED PUBLICATIONS 13

3.5. LAUNCH OF THE COMMUNITY OF PRACTICE (CoP) 13

4. ONLINE METRICS AND KPIS 14

4.1. COMMUNICATION QUANTITATIVE AND QUALITATIVE INDICATORS 16

4.2. DISSEMINATION QUANTITATIVE INDICATORS 17

5. NEXT STEPS 19

6. CONCLUSION 21

ANNEX 1- MEDIA KIT FOR COP PROMOTION 22

ANNEX 2- PROJECT ROLL-UP 25

ANNEX 3 - FLYER 26

ANNEX 4 - TEMPLATE FOR PROJECT POSTERS 27

ANNEX 5 - BLOG POSTS ON THE WEBSITE 28

ANNEX 6 – WELCOME TO THE COP 30

ANNEX 7 – COMETHINKAGAIN STAKEHOLDER WORKSHOP REPORT 33

ANNEX 8 – REVIEW OF THE STATE OF THE ART & CONSOLIDATED COMPETENCES LIST 34



LIST OF FIGURES

Figure 1: Examples of social media posts 8
 Figure 2: Examples of mentions on partners profiles 9
 Figure 3: Example of designs shared with the consortium 10
 Figure 4: Logos made for each skill 10
 Figure 5: Social media posts with updates 11
 Figure 6: Screenshots of the "Resources" site and Zenodo profile 12
 Figure 7: Screenshots of newsletter 12
 Figure 8: CoP website 13
 Figure 9: ComeThinkAgain Website Traffic Since Launch 14
 Figure 10: Traffic Breakdown by Source 15
 Figure 11: Most Visited Pages 15
 Figure 12: Geographic Traffic Profile 16

LIST OF TABLES

Table 1: Update on Communication Quantitative Indicators 16
 Table 2: Update on Communication Qualitative Indicators 17
 Table 3: Update on Dissemination Quantitative Indicators 17
 Table 4: Update on Dissemination Qualitative Indicators 18

LIST OF ACRONYMS

Acronym	Meaning
CD Plan	Communication and Dissemination Plan
CETS	Certification based Education and Training System
CoP	Community of Practice
CT	Computational Thinking
EE	Entrepreneurship Education
GS	Green Skills
HE	Higher Education
KPIs	Key Performance Indicators
LMS	Learning Management Systems
MEs	Multiplier Events
OER	Open Educational Resources
VET	Vocational Education and Training



EXECUTIVE SUMMARY

The mid-term review of ComeThinkAgain demonstrates substantial progress in building the visibility, credibility, and recognition of the project across its target audiences. During this period, communication and dissemination activities were strategically oriented towards laying strong foundations: establishing a coherent brand identity, positioning the project as a reference within the educational innovation ecosystem, and preparing stakeholders for the uptake of results.

Key achievements include the consolidation of a robust digital presence through the project website, which exceeded its initial traffic targets, and the diversification of social media platforms to adapt to a rapidly changing digital landscape. The launch of the project newsletter has proven highly effective, achieving above-average open and click-through rates.

Dissemination efforts were further reinforced through the publication of final deliverables, and also, the adaptation of Deliverable D1 into an accessible format for civil society audiences, making complex content inclusive and understandable. The consortium has also produced academic and professional publications, embedding ComeThinkAgain into high-level discussions on Computational Thinking, Entrepreneurship Education, and Green Skills. In parallel, the launch of the Community of Practice has opened a dedicated space for structured interaction, designed to evolve into a central channel for result dissemination and peer-to-peer exchange.

Partners have played a decisive role as multipliers of the message, embedding the project into their own trusted networks and amplifying its visibility across national and European contexts. This distributed communication approach seeks that ComeThinkAgain is recognised as credible, relevant, and strategically positioned even before the delivery of final outputs.

Overall, the achievements of this period confirm that ComeThinkAgain has delivered on its early-stage objectives but has also built momentum, generating brand awareness and trust. The project is strategically prepared to transition into a new phase, where communication will continue to strengthen recognition and dissemination will focus on ensuring that results reach and resonate with target audiences, leading to their adoption and long-term impact.



1. INTRODUCTION

This mid-term Report of ComeThinkAgain, covers the communication and dissemination activities carried out from M1 to M18, according to the Communication and Dissemination Plan (D5.1). These efforts have been dedicated to establishing the project's identity, visibility, and communication infrastructure. As an initiative focused on integrating Computational Thinking, Entrepreneurship Education, and Green Skills into educational practice, the project requires both technical credibility and broad societal engagement. This dual responsibility has shaped the communication and dissemination strategy.

During this initial phase, the priority has been to create awareness, build trust, and prepare audiences for engagement with results. The consortium has successfully launched and consolidated the project's digital presence, including the website, social media channels, and newsletter, which collectively serve as complementary platforms to inform, engage, and build anticipation. A strong emphasis has been placed on coherence: developing templates, branding materials, and partner kits that ensure unified communication across all contexts, while at the same time equipping partners to act as amplifiers of the project's messages.

At the same time, initial dissemination activities have gone beyond awareness-raising, positioning ComeThinkAgain within key academic and professional debates through publications and conference presentations. These contributions highlight not only the project's scope but also its vision. The launch of the Community of Practice adds another layer, creating an interactive space for stakeholders to connect and engage, laying the groundwork for later uptake of results.

This report provides an overview of the activities and achievements delivered in this period. It demonstrates that the project has met or exceeded several of its early indicators, that it has built a strong foundation for communication and dissemination, and that it has already established momentum within its target communities. Looking ahead, the project is well positioned to scale its efforts, intensify result dissemination as the project evolves, and ensure that its outputs achieve the broad uptake and societal impact for which they are designed.



2. COMMUNICATION ACTIVITIES

During this period, ComeThinkAgain has focused its communication efforts on laying the foundations of its digital presence, maintaining consistent visibility, and equipping partners with the tools to ensure coherent representation across all channels. This first phase of implementation has been essential to build recognition, prepare audiences for the project's themes, and set up the mechanisms that will later support the dissemination of results.

2.1. *Establishment of Online Presence*

A central milestone in the project's communication activities was the launch and consolidation of its digital infrastructure. The official project website – <https://comethinkagain.eu> – was established as the primary hub for information, designed to provide structured and accessible content. It features dedicated sections for News and Resources, ensuring stakeholders have ongoing access to project updates, materials, and key outputs. To complement the website, a series of blog articles were published, designed to communicate and contextualise the project's core skills framework; Computational Thinking, Entrepreneurship Education, and Green Skills Social Responsibility. These articles not only showcased project milestones but also provided narratives that illustrated the broader relevance of these skills in education and lifelong learning. The website further became the anchor point for newsletters, which were launched to maintain regular communication with external stakeholders, offering updates such as the Community of Practice launch, new resources, and thematic spotlights aligned with the project's objectives.

In parallel, official ComeThinkAgain social media profiles were launched across multiple platforms:

- LinkedIn: <https://www.linkedin.com/company/comethinkagain>
- X (formerly Twitter): <https://x.com/comethinkagain>
- Mastodon: @comethinkagain
- Bluesky: @comethinkagain.bsky.social

These channels were strategically selected to maximise outreach within professional, educational, and innovation ecosystems, and to ensure that the project could engage with diverse audiences. From the outset, the social media and website were conceived as complementary: the website serving as the repository of reference materials and anchor content, while social platforms acted as drivers of visibility, engagement, and traffic.

However, during the early stages of implementation it became evident that X (formerly Twitter) was increasingly volatile due to algorithmic changes, platform instability, and declining engagement. This limited the project's ability to effectively reach its audiences through the channel. To mitigate these risks, the project team proactively expanded its communication landscape by creating profiles on Mastodon and Bluesky. These decentralised platforms not only provided alternative spaces for microblogging and community building but also ensured continuity of outreach and safeguarded visibility. This strategic adjustment positioned ComeThinkAgain as digitally resilient and forward-looking, demonstrating adaptability to the evolving media landscape.

The diversification of channels, including the early adoption of Mastodon and Bluesky, was not just a technical adjustment but a strategic choice to safeguard visibility and demonstrate resilience in a volatile digital landscape.

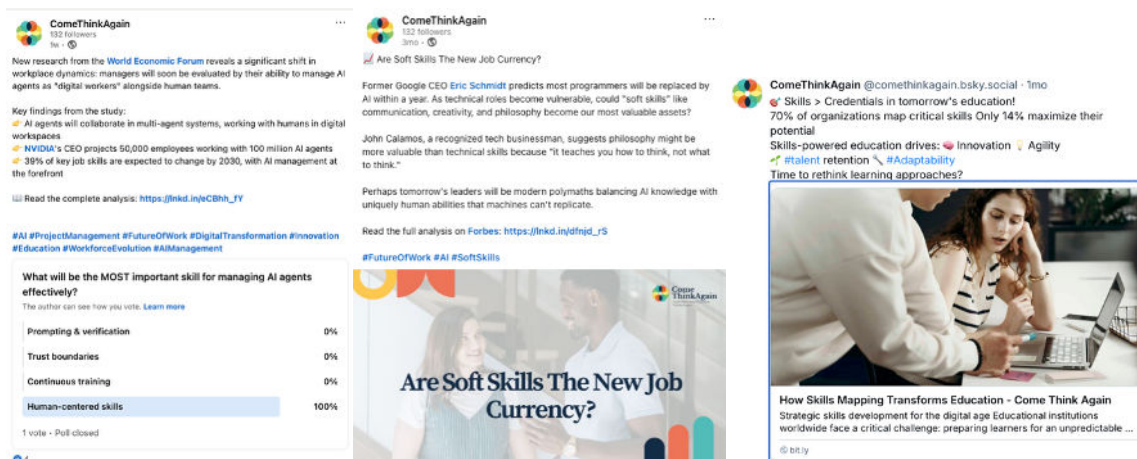


Figure 1: Examples of social media posts

The digital communication strategy was structured around three interlinked pillars:

- **Awareness-building:** introducing the project, its vision, and the core skills framework.
- **Engagement:** highlighting consortium work, promoting resources, and activating institutional networks.
- **Momentum-building:** creating anticipation around project milestones and encouraging sustained participation.

To operationalise these pillars, diverse content formats were developed, including branded infographics and visuals, blog-driven promotional posts, partner highlights, activity recaps, and curated content to enhance engagement and credibility. To support coherence and amplification across the consortium, communication templates and coordination emails were also shared with partners.

Through this integrated approach, the establishment of the project’s digital infrastructure not only expanded its visibility but also laid the groundwork for durable stakeholder engagement, while positioning the project’s core skills framework as a reference point for dialogue, collaboration, and impact.

With this infrastructure in place, communication activities have prioritised maintaining a regular online presence. Across social media, weekly posts have gone live, covering project milestones, consortium activities, and thematic content. Also, social media has been consistently used to drive traffic to the website.

2.2. Partner Engagement and Campaigns

The consortium has played a key role in amplifying ComeThinkAgain’s communication, acting as national and regional multipliers for the project’s message. Partners have actively integrated ComeThinkAgain into their institutional channels, including websites, newsletters, and social media, resulting in multiple and constant mentions across different platforms. This partner-led communication extends the project’s visibility beyond its own channels, embedding it within networks where partners already have credibility and access to relevant audiences.

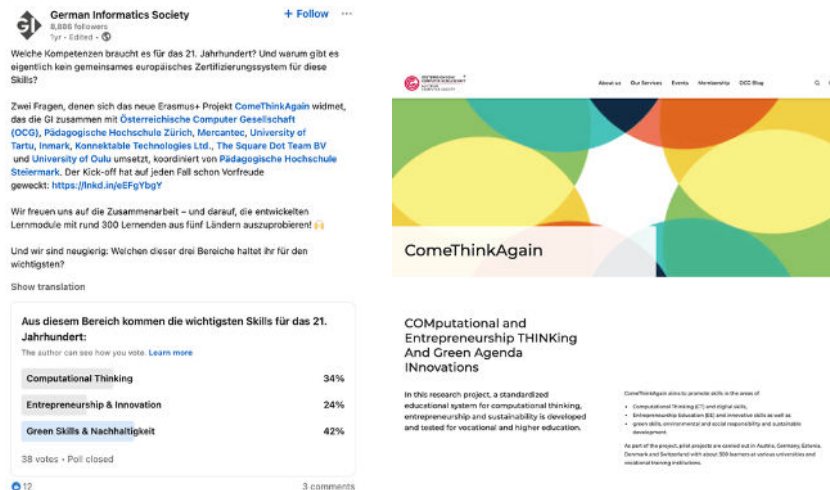


Figure 2: Examples of mentions on partners profiles

To support this role, the project team has continuously elaborated and updated communication materials, ensuring partners have practical resources to share the project effectively and engage their stakeholders. These resources include multiple branding resources for each campaign, but mostly integrated media kits tailored to major project milestones, such as the CoP launch, and ComeThinkAgain’s launch, that ensure a coherent communication across different channels.

Importantly, this is an ongoing and adaptive process: materials are refined and new resources developed on demand to respond to partners’ emerging needs, facilitate their participation in project activities, and support locally relevant communication. This continuous elaboration ensures coherence across the consortium while enabling flexibility in how partners present and promote the project.

Several partners have leveraged these resources to share project news through publications, institutional portals, and social media, thereby extending the project’s reach and positioning ComeThinkAgain as a reference point for the integration of future-oriented skills into education and training. This multiplier effect ensures that the project’s narrative circulates within relevant communities at both national and European levels, reinforcing the consortium’s role as strategic messengers of the initiative

2.3. Elaboration of Communication Materials and Templates

To ensure coherence and professionalism across all project communication, a comprehensive set of visual and communication materials has been developed. These resources serve both the consortium and external stakeholders, facilitating consistent representation of the project while supporting local and sectoral outreach activities.

The materials include:

- Project poster with an adaptable template for partners to customise for presentations or events.
- Project flyer summarising the project’s objectives, activities, and core skills.
- Roll-up banner for events, workshops, and conferences.
- Templates for deliverables and presentations, ensuring a consistent visual identity across consortium outputs.
- Wallpaper for meetings.
- Social media post highlighting topics of interest and providing partners with ready-to-use content, and templates that can be expanded or adapted as needed.



Figure 3: Example of designs shared with the consortium

Specific logos for each core skill, designed to be integrated into all materials and thematic communication sets.



Figure 4: Logos made for each skill

These materials are constantly elaborated and updated to respond to evolving needs, ensuring that partners have practical tools to communicate about the project effectively and engage stakeholders. The availability of these resources has strengthened brand recognition, supported coherent messaging, and eased the preparation of communication activities across multiple contexts and countries.

2.4. Events

The projects partners have used national and EU-level events to present ComeThinkAgain’s scope, objectives, and innovative integration of CT, EE, and GS. Presentations also promoted participation in the Community of Practice encouraging early engagement with stakeholders. This presence at events has strengthened awareness among potential multipliers, and positioned the project within networks that will be key for future uptake of results. The project has been presented at several international and relevant conferences, including: EARLI 2025, Constructionism Conference, All Digital Summit 2025 and ICODSIP Conference.

At these events, partners not only presented ComeThinkAgain but also developed papers and presentations reflecting the project’s advanced vision, thematic approach, and emerging results. This has strengthened visibility among early adopters, generated new contacts for stakeholder lists, and facilitated networking with potential multipliers and collaborators. Event-based dissemination has been useful in building awareness, credibility, and anticipation for future outputs.



3. DISSEMINATION ACTIVITIES

During the period, dissemination activities have focused primarily on raising awareness of the project, sharing progress updates, and preparing stakeholders for the uptake of future results. As ComeThinkAgain’s final tools, resources, and outcomes are still in development, this phase has been relevant in building anticipation, establishing trust with target audiences, and laying the groundwork for effective dissemination once results are available.

The overarching objective was to position ComeThinkAgain within the educational innovation ecosystem while balancing two priorities: early visibility for key stakeholders and readiness for result uptake. To achieve this, dissemination was coordinated across multiple channels, creating a continuous flow of updates and engagement opportunities. Activities included:

- Regular progress updates via the project website, blog, social media, and newsletters.
- Content introducing the project’s themes and upcoming outputs.
- Participation in relevant events to present the project’s objectives to early adopters, potential multipliers, and broader stakeholder audiences.

3.1. Project Updates via Website, Blog, and Social Media

The project website has acted as the central hub for ComeThinkAgain information, hosting both static content (project description, objectives, consortium details) and dynamic updates in the form of blog articles. These updates have reported on key milestones (e.g., CoP launch, partner meetings), contextualised project themes to familiarise audiences with CT, EE, and GS, and provided evergreen content for amplification across channels.

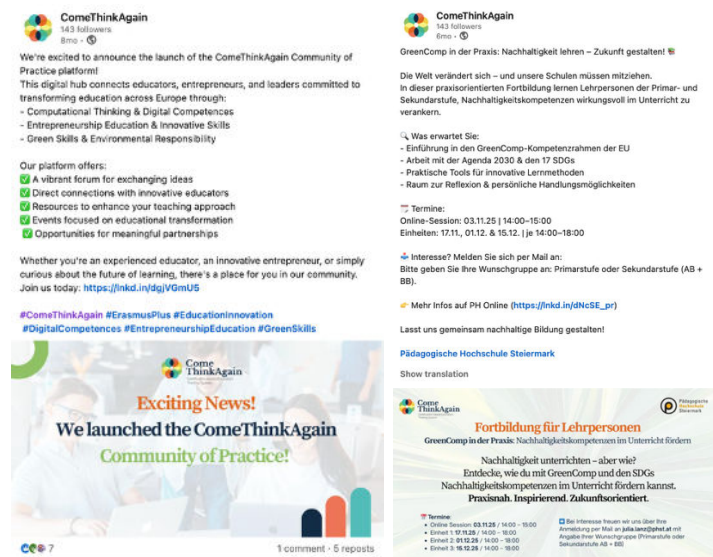


Figure 5: Social media posts with updates

Social media channels (LinkedIn, Mastodon, Bluesky, and X) have been used to extend the reach of these updates, drive traffic to the website, promote events, and highlight blog content. Through this cross-platform coordination, the project has maintained visibility and engagement even before final results were available, while building credibility and laying the foundation for momentum around upcoming outputs.



3.2. Accessible and Audience-Tailored Deliverables

The project has made its public deliverables openly available through the *Resources* section of the website and Zenodo, ensuring transparency and accessibility. Notably, the Review of the State of the Art & Consolidated Competences List (D1) was translated into a simplified and visually adapted version to facilitate understanding among civil society stakeholders. This tailored adaptation demonstrates the project’s commitment to inclusive dissemination and broad visibility of its work.

By combining the availability of full technical reports, such as the Pedagogical Concept for Target Groups (D2.2), the Plan for Experimental Pilots’ Validation (D3.1), and the Stakeholder Workshop Report, with audience-friendly materials, the project has created a knowledge base that serves both expert and civil society stakeholders. This dual approach reinforces early awareness, widens the project’s reach, and prepares the ground for the results.

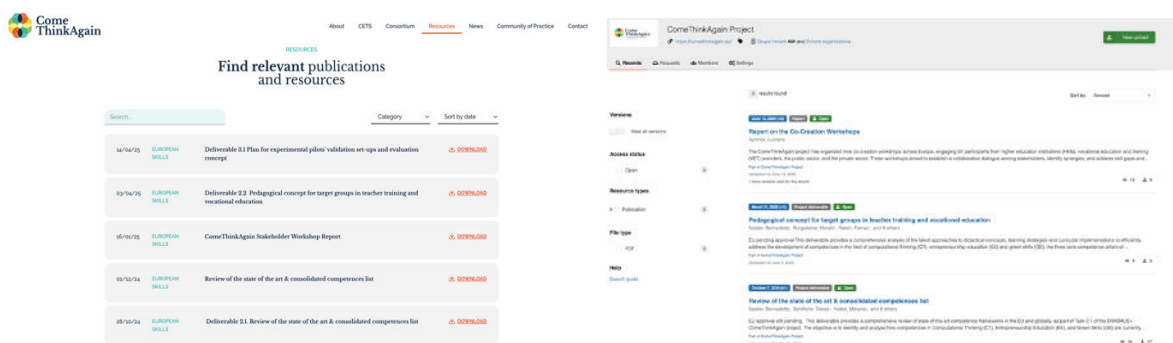


Figure 6: Screenshots of the "Resources" site and Zenodo profile

3.3. Newsletter Launch

The project newsletter has been designed to be a tool for soft dissemination, ensuring regular visibility and engagement with stakeholders. Till now, 2 editions have been launched, and both have achieved above-average open rates (54%) and a consistent click-through rate of 5.7%, showing that recipients are not only opening but also engaging with the content. This performance is strong, indicating that the thematic focus and calls-to-action are resonating with the audience.

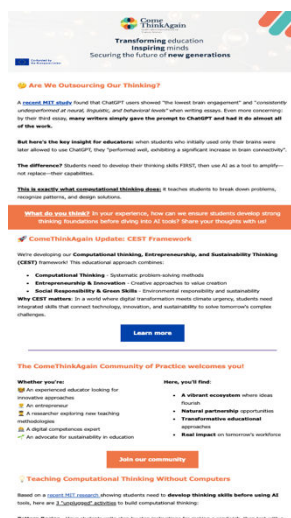


Figure 7: Screenshots of newsletter



3.4. **Scientific and Education-related Publications**

The consortium has produced articles and papers to embed ComeThinkAgain within academic and professional debates. These contributions have increased project visibility, enhanced credibility, and embedded ComeThinkAgain within discussions on CT, EE, and GS. By sharing the project’s advanced vision and ongoing achievements, the consortium has positioned the initiative as a thought leader in educational innovation, even prior to final results being available. The publications are the following: OCG Journal 2024, ICODSIP Conference 2024, and GI Jahresbericht 2024.

3.5. **Launch of the Community of Practice (CoP)**

The Community of Practice was launched as a dedicated digital space to facilitate interaction among educators, trainers, researchers, and relevant stakeholders around the project’s core skills framework. The CoP is intended to support networking, exchange of ideas, and collaboration, providing a channel through which project outputs can later be shared and promoted.

The platform was soft-launched to consortium members in March 2025 for internal access and platform testing, followed by an official public launch, coordinated through social media, a blog article, website updates, and a dedicated newsletter. To support the launch, a comprehensive media kit was distributed to partners in late April, including editable visuals, sample messages, and guidance on using the platform.

The CoP, publicly launched in May 2025, is structured to encourage ongoing interaction and engagement, featuring:

- Interactive forums aligned with the project’s thematic pillars.
- Access to project resources and updates.
- A user-friendly layout designed to promote repeat visits and contributions.

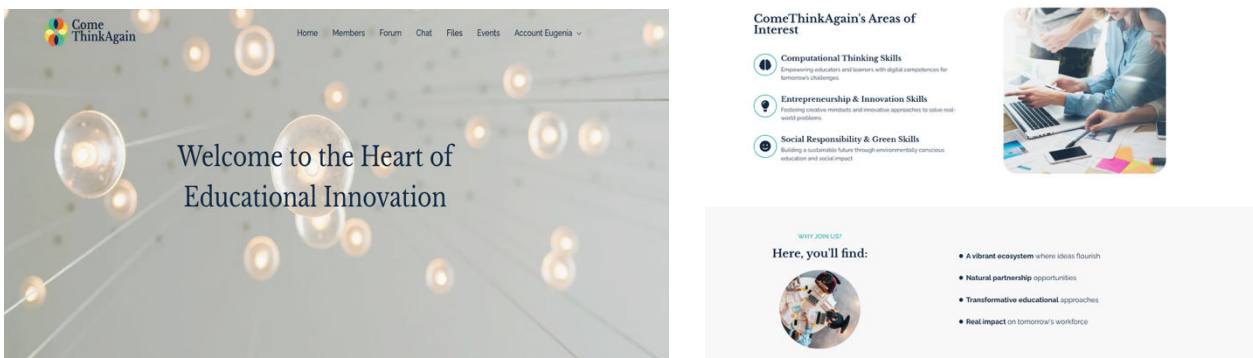


Figure 8: CoP website

At this stage, it provides a flexible space for engagement that complements other communication channels and sets the foundation for disseminating project results and fostering knowledge exchange as the initiative progresses.



4. ONLINE METRICS AND KPIS

To measure the impact and reach of ComeThinkAgain’s communication and dissemination activities, we have systematically tracked online metrics and KPIs defined in the initial Communication and Dissemination Plan. These indicators provide both quantitative and qualitative evidence of how the project is evolving.

ComeThinkAgain’s website

A central pillar of ComeThinkAgain’s communication and dissemination plan is its website, which serves as the project’s digital hub. It explains the project’s objectives, shares updates, hosts public versions of deliverables, and provides resources for stakeholders.

During these months, the website has established a steady level of engagement with audiences, laying the foundation for increased traffic and interaction as project outputs become available. Traffic and engagement data are detailed below.

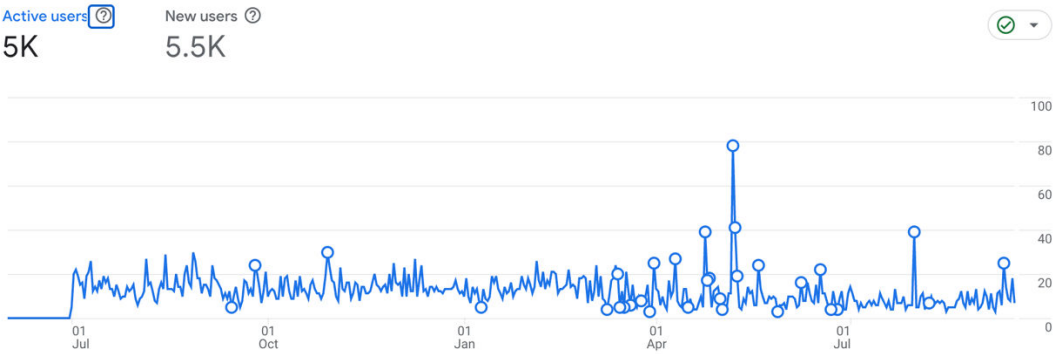


Figure 9: ComeThinkAgain Website Traffic Since Launch

Since its launch, the ComeThinkAgain website has received **5,008 visits**, exceeding the initial target of 3,000 visits. While average time on site is modest, this reflects the website’s design as an explanatory hub, where visitors can quickly access essential project information, updates, and resources.

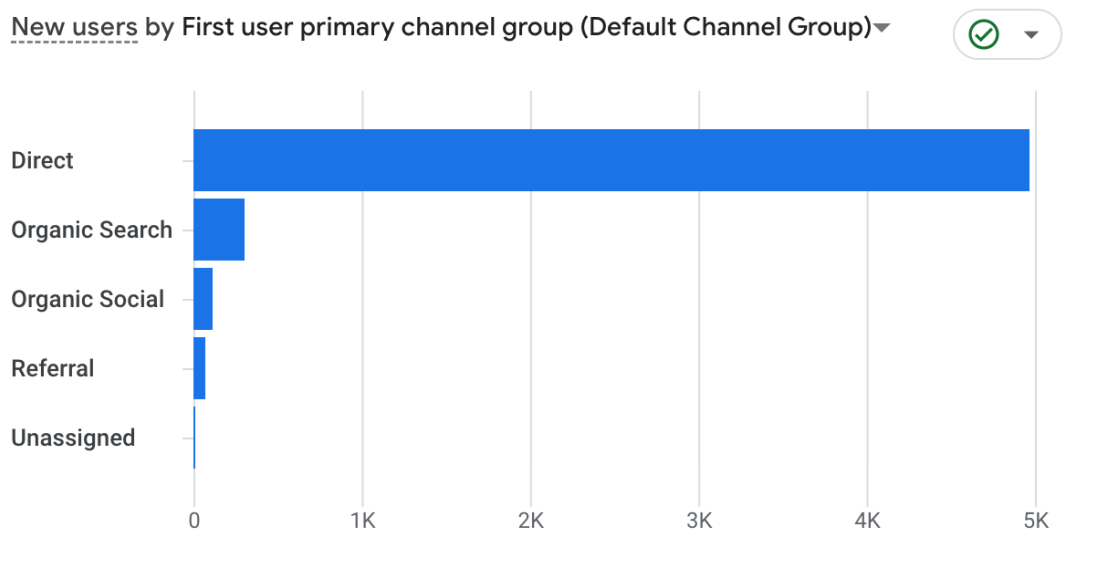


Figure 10: Traffic Breakdown by Source

Traffic sources provide an important perspective on how audiences are reaching the project website. A large share of visits come through direct traffic, which demonstrates intentional access to the site and suggests that ComeThinkAgain is already recognised as a reference point within its field. This baseline of direct visits reflects growing awareness of the project’s brand and activities. At the same time, the presence of organic search visits indicates that the site has been successfully indexed and optimised around relevant themes such as Computational Thinking, Entrepreneurship Education, and Green Skills. Finally, referrals and social media traffic, although it’s the source with fewer impacts, it still confirm the role of coordinated dissemination and partner amplification in bringing new audiences to the website.

Total	9,790 100% of total	5,008 100% of total
1 Securing the Future of New Generations - Come Think Again	5,927 (60.54%)	4,499 (89.84%)
2 About - Come Think Again	631 (6.45%)	215 (4.29%)
3 Consortium - Come Think Again	576 (5.88%)	263 (5.25%)
4 Resources - Come Think Again	484 (4.94%)	178 (3.55%)
5 CETS - Come Think Again	395 (4.03%)	148 (2.96%)

Figure 11: Most Visited Pages

The analysis of the most visited webpages confirms the central role of the Home page (“Securing the Future of New Generations”), which accounts for over 60% of total visits. This indicates that stakeholders primarily use the website as an entry point to understand



the project’s mission and scope. Beyond this, pages such as About, Consortium, and Resources also show consistent engagement, reflecting interest in the project’s structure, partners, and available materials. Notably, the CETS page has attracted solid attention as well, suggesting that audiences are beginning to explore the thematic content related to the skills addressed by the project.

Together, these patterns highlight two important insights: first, the website is fulfilling its role as a reference hub for project identity and positioning; second, visitors are showing curiosity beyond introductory content, engaging with resources and thematic areas that will form the basis of future results dissemination.

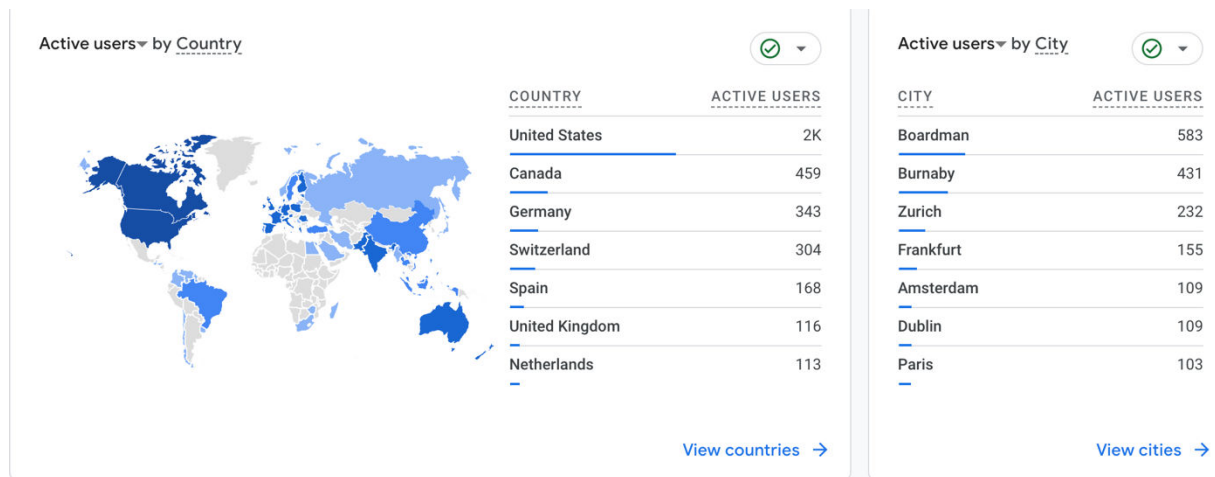


Figure 12: Geographic Traffic Profile

The geographic distribution of visitors confirms that ComeThinkAgain is reaching an international audience across Europe and North America. The largest group of active users comes from the United States, followed by Canada, which together represent a strong North American presence. In Europe, engagement is well spread, with notable activity from Germany, Switzerland, Spain, the United Kingdom, and the Netherlands.

At the city level, the data shows concentrated interest from innovation and research hubs: Boardman, and Burnaby, dominate North America, while Zurich, Frankfurt, Amsterdam, Dublin, and Paris, reflect strong European engagement.

This spread demonstrates that the project has been successful in establishing visibility across both sides of the Atlantic. Importantly, the presence of users from cities with vibrant academic and innovation ecosystems suggests that the project is attracting early adopters, researchers, and multipliers in digital and educational innovation.

4.1. Communication Quantitative and Qualitative Indicators

Table 1: Update on Communication Quantitative Indicators

Indicator description	Target	Status	Detail
Social media followers	100 followers on LinkedIn; +300 on X	In progress	- LinkedIn: 132 - X, Mastodon & Bluesky: 52* (They have been grouped, as these platforms target similar audiences and serve aligned objectives)



Social media activity	+500 tweets	In progress	- X, Mastodon & Bluesky: 125* (They have been grouped, as these platforms target similar audiences and serve aligned objectives) - LinkedIn: 79 204 posts published across platforms.
Website visits	+3,000 visits	Achieved	5,008 visits recorded since launch.
Promotional actions on partners' online channels	+20 mentions	Achieved	82 mentions across partner websites, social media, and newsletters.

Table 2: Update on Communication Qualitative Indicators

Indicator description	Target	Status	Detail
Mentions by other projects, initiatives, or agencies	Positive mentions on online channels	In Progress	ComeThinkAgain has been referenced across partner channels, networks, and at events. More mentions expected as more results become available.
Proactive online community	Engagement with project content	In progress	Social media posts and newsletters have generated steady audience interaction and engagement.
Contributions to other actions	Requests for content contribution	In progress	Partners and external stakeholders have actively shared materials and collaborated in publications.

4.2. Dissemination Quantitative Indicators

Table 3: Update on Dissemination Quantitative Indicators

Indicator description	Target	Status	Detail
Number of email campaigns launched to key stakeholders	≥6 campaigns	In progress	2 newsletters sent; further editions planned.
Number of citations of project results in online channels	>10	In Progress	7 social media mentions directly referencing workshop and the launch of the Community of Practice. Numbers are expected to increase as more results are finalised.
Number of visits to website publications page	≥400	In progress	353 visits to publications and deliverables, including reports. More visits expected as more results become available.
Proactive online community: Alliance for Innovation	≥50 members	In progress	18 members. Growth is expected as the project advances, promotion strategies are implemented, more results become available, and discussions shift towards concrete outputs and applications.



Table 4: Update on Dissemination Qualitative Indicators

Indicator description	Target	Status	Detail
Mentions by other projects, initiatives, or agencies	Positive mentions online	Achieved	The project has been referenced by partner institutions, networks, and at events. Mentions are expected to grow as final results are produced.
Proactive academic and professional community	Engagement with outputs and discussions	Achieved	Publications and event presentations have initiated debate on CT, EE, and GS. Engagement will deepen as more project results become available.
Contributions to other actions	Requests for participation and sharing	In progress	Early engagement shows interest from multipliers; more contributions expected as results are finalized.



5. NEXT STEPS

In the following months, ComeThinkAgain will move from laying foundations to scaling communication, deepening engagement, and progressively preparing for results dissemination. This transition is not a sudden shift but an incremental build, because while results will shape dissemination activities, the project must continue investing in communication to ensure its visibility, credibility, and resonance with diverse audiences. The consortium will advance along five strategic priorities:

1. Consolidating communication foundations and progressing to our goal: While several early-stage indicators have already been achieved, communication cannot yet be deprioritized. The next phase requires sustained investment in communication activities to ensure that awareness continues to grow, channels remain active, and the project's identity solidifies as a reference point in its domain. This means maintaining regular output across channels, refining narrative consistency, and continuing to build trust with stakeholders. In parallel, more targeted engagement around results will begin to emerge, creating a gradual bridge between communication and dissemination.

2. Scaling communication and engagement with clear objectives: Communication and engagement will not be limited to maintaining activity, they will be guided by clear objectives:

- **Reinforce brand positioning:** ensuring that every update, visual, or message strengthens ComeThinkAgain's visibility as a leading initiative in future-oriented skills.
- **Drive traffic and conversion:** continuing to use social media and newsletters to direct stakeholders to the website, where they can access deliverables, resources, and updates.
- **Broaden stakeholder reach:** leveraging partner networks to penetrate new institutional and national contexts.
- **Stimulate dialogue:** using social media, and the CoP to move audiences from passive awareness to active engagement.

By pursuing these objectives, communication also becomes a relationship-building mechanism, ensuring that stakeholders are familiar with the project's value before final results are disseminated.

3. Preparing for results dissemination with partner multipliers: As tangible outputs emerge, dissemination will intensify. However, the consortium will not rely on central channels alone. A key strength of ComeThinkAgain is the distributed amplification power of its partners, who act as national and regional multipliers. To maximise this, the project will:

- Keep providing partners with tailored dissemination kits for each major result.
- Keep equipping them with simplified, adaptable content to ensure resonance with local audiences.
- Coordinate timing so that partner-led dissemination aligns with central campaigns, multiplying visibility.

4. Expanding events and publications as platforms for uptake: The project has already secured visibility in conferences and journals. The next phase will expand this by ensuring that results are embedded in academic and professional gatherings. Conference presentations and peer reviewed publications will remain central, while Multiplier Events will be designed not only as dissemination showcases but as two way platforms where stakeholders can test, validate, and provide feedback on outputs. This will position the consortium as both a generator and facilitator of knowledge, strengthening credibility and supporting adoption.



5. Adapting to the Digital Landscape Strategically: The digital environment remains volatile, particularly in the context of social media. The project has already demonstrated adaptability by diversifying beyond X into Mastodon and Bluesky. Moving forward, the consortium will adopt a strategic monitoring approach, continuously assessing where communities most relevant to ComeThinkAgain are active and adjusting efforts accordingly. LinkedIn will continue as the anchor professional platform, but the project will remain flexible, ensuring that communication resources are directed where visibility and alignment are strongest. This adaptability safeguards the project against platform instability and ensures continuity of outreach.

In sum, the next steps for ComeThinkAgain are directed towards sharpening the strategic use of its communication: consolidating foundations, guiding audiences from awareness to engagement, equipping partners as multipliers, embedding outputs in high-level debates, and adapting to digital realities. By combining consistency with adaptability, the consortium will not only disseminate results but ensure that they are understood, valued, and positioned for uptake.



6. CONCLUSION

The mid-term phase of ComeThinkAgain has demonstrated clear strategic progress in establishing the project's visibility, credibility, and early engagement across multiple levels. What began as a foundational effort to set up communication structures has evolved into a coordinated in-place strategy, where digital presence, partner amplification, and academic contributions reinforce each other to generate both reach and recognition.

The website has exceeded its traffic targets, proving its effectiveness as a digital hub and reference point for the project's identity. Social media channels, while operating in a shifting digital environment, have shown resilience through diversification, allowing the project to maintain consistent visibility and safeguard continuity. The newsletter has achieved above average engagement rates, validating the relevance and clarity of its content, while academic and professional publications have provided visibility and credibility around the efforts of the consortium.

Equally important has been the active role of the consortium in acting as multipliers of the message, integrating the project within their own communication channels. This has extended the reach of ComeThinkAgain far beyond its own platforms, ensuring credibility and positioning within diverse communities. The launch of the Community of Practice has added another layer, providing a space for structured interaction that will be central to the dissemination of results.

Furthermore, these achievements confirm that the project is building momentum, creating solid brand recognition, and positioning itself as a credible reference point well before its final results are released. The strategy has gone beyond only raising awareness, it has already started to establish the trust, anticipation, and networks that will be essential for results uptake.

Looking ahead, the next phase will be about scaling these efforts. Communication will remain a central priority to sustain visibility, deepen recognition, and adapt to the evolving digital landscape. Dissemination will intensify as final outputs become available, leveraging established channels, partner networks, and the Community of Practice to ensure that results reach, resonate, and are adopted by target audiences.

In short, ComeThinkAgain enters its next stage with momentum, proven adaptability, and a solid communication and dissemination infrastructure. It is already visible, and strategically prepared to ensure that its results not only circulate widely but also contribute meaningfully to educational innovation and societal impact.



Annex 1- Media Kit for CoP promotion



ComeThinkAgain Community of Practice Partner Media Kit

This media kit provides all the resources needed to promote the ComeThinkAgain Community of Practice (CoP) platform effectively. As partners your support in spreading the word about our platform is essential for building a thriving community.

Key Messages

Primary Message- PROMOTION FOCUS: "Join the ComeThinkAgain Community of Practice – where education meets innovation to reshape the future of learning across Europe."

Supporting Messages:

- "Connect with a network of educators and innovators focused on computational thinking, entrepreneurship, and sustainability."
- "Access resources, participate in discussions, and find partnership opportunities in a vibrant educational ecosystem."
- "Contribute to transforming education through digital competences, innovative approaches, and environmental responsibility."

Platform Description (Short)

The ComeThinkAgain Community of Practice is a dynamic online platform connecting educators, entrepreneurs, and leaders committed to advancing computational thinking, entrepreneurship education, and sustainable development across Europe. This community offers forums, resources, events, and networking opportunities to transform educational approaches.

Platform Description (Long)

The ComeThinkAgain Community of Practice is the digital hub bringing together passionate educators, forward-thinking entrepreneurs, and visionary leaders from across Europe.

Our platform focuses on three key areas:

- **Computational Thinking Skills:** Empowering educators and learners with digital competences for tomorrow's challenges
- **Entrepreneurship & Innovation Skills:** Fostering creative mindsets and approaches to solve real-world problems
- **Social Responsibility & Green Skills:** Building a sustainable future through environmentally conscious education



Through our comprehensive platform featuring forums, chat, events, member networking, and resource sharing, we're creating a vibrant ecosystem where ideas flourish, partnerships form naturally, and transformative educational approaches develop.

Join us to make a real impact on tomorrow's workforce and help reshape the future of learning across Europe.

Platform Features

- **Member Profiles:** Connect with like-minded professionals across Europe
- **Discussion Forums:** Exchange ideas and best practices
- **Real-time Chat:** Engage in direct conversations
- **Events Calendar:** Discover workshops, webinars, and conferences
- **Resource Library:** Access and share educational materials

Hashtags

#ComeThinkAgain #EducationInnovation

Website & Contact Information

- Website: <https://comethinkagain.eu/cop/>
- Contact: info@comethinkagain.eu

Social Media Posts Templates

Twitter/X /Bluesky/ Mastodon

1. 🚀 Excited to announce the launch of the #ComeThinkAgain Community of Practice! Join educators & innovators across Europe reshaping the future of learning. Explore now: <https://comethinkagain.eu/cop/#EducationInnovation>
2. Where education meets innovation! The #ComeThinkAgain Community of Practice brings together experts in computational thinking, entrepreneurship & green skills. Be part of this transformative network: <https://comethinkagain.eu/cop/>

LinkedIn

Option 1) The ComeThinkAgain Community of Practice is now live! 🎉

Whether you're an experienced educator, an innovative entrepreneur, or a curious newcomer to educational transformation, there's a place for you in this community.

Connect with members across Europe, participate in forum discussions, join virtual events, and access valuable resources - all focused on advancing computational thinking, entrepreneurship education, and sustainability in learning.



Be part of the ComeThinkAgain project and help shape the future of education:
<https://comethinkagain.eu/cop/>

#ComeThinkAgain #EuropeanEducation #DigitalCompetences
#EntrepreneurshipEducation #GreenSkills

Option 2) The ComeThinkAgain project has unveiled its new Community of Practice platform connecting educators, entrepreneurs, and leaders across Europe.

This Erasmus+ Alliance initiative focuses on computational thinking, entrepreneurship education, and green skills development. The platform offers forums, resources, networking, and events for anyone passionate about transforming education.

Whether experienced professionals or curious newcomers, all are invited to join this growing community reshaping the future of learning.

Explore the platform: <https://comethinkagain.eu/cop/>

#ComeThinkAgain #ErasmusPlus #EducationInnovation

Email invitation

Dear Colleague,

As a member of the ComeThinkAgain Erasmus+ project consortium, I'm excited to invite you to join our new Community of Practice platform.

ComeThinkAgain is a European Commission-funded Erasmus+ Alliance for Innovation project that promotes:

- *Computational Thinking & Digital Competences*
- *Entrepreneurship Education & Innovative Skills*
- *Green Skills, Environmental and Social Responsibility*

This Community of Practice connects educators, entrepreneurs, and leaders across Europe who are working to reshape the future of learning. The platform offers forums, networking, events, and resources to help transform educational approaches across Europe.

I encourage you to visit <https://comethinkagain.eu/cop/> to create your account and become part of this growing community.

Feel free to contact me if you have any questions about the project or platform.

Best regards,



Annex 2- Project Roll-up



Transforming education

Inspiring minds

**Securing the future
of new generations**

Consortium



Pädagogische
Hochschule
Steiermark



OULUN
YLIOPISTO



UNIVERSITAS TARTUENSIS
1632



Mercantec



OESTERREICHISCHE
COMPUTER GESELLSCHAFT
AUSTRIAN
COMPUTER SOCIETY

GERMAN
INFORMATICS SOCIETY



inmark
experiencia e innovación



konnektable
TECHNOLOGIES



THE
SQUARE
DOT
TEAM



PH
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PÄDAGOGISCHE
HOCHSCHULE
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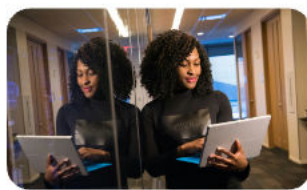
Co-funded by
the European Union



Annex 3 - Flyer



ComeThinkAgain is developing a micro-certification-based Education Training System (CETS) for vocational and higher education, focusing on helping educators gain the skills needed to prepare European professionals for success and career advancement in today's job market, focusing on:



Computational Thinking



Entrepreneurship



Green Skills

Empowering Europe's future workforce by:



Strengthening the link between industry needs and educational curricula.



Enhancing European transversal competences.



Promoting open educational resources and access to learning materials.



Creating micro-certifications for vocational and higher education.

Transforming Education Through Innovation:

- Innovative Curriculum & Training Materials
- Pilot Programs Across Partner Countries
- Sharing Success Across Europe



Learn more





Annex 4 - Template for project posters



**Come
ThinkAgain**
Certification based Education
Training System



Co-funded by
the European Union

The ComeThinkAgain project is developing a micro-certification-based Education Training System (CETS) for vocational and higher education, focusing on **Computational Thinking, Entrepreneurship, and Green Skills**.

The project seeks to create micro-certifications tailored for vocational and higher education in these fields. Also, it strives to:

- strengthen the **link between industry needs and educational** curricula
- **promote open educational resources** to foster access to learning materials
- build a strong Alliance for Education and Innovation by enhancing transversal competences across Europe.

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Learn more:



Transforming education
Inspiring minds
Securing the future of new generations





Annex 5 - Blog posts on the website

Access to article [here](#).



HIGHER EDUCATION

The Changing Face of Youth Employment: New Skills for New Realities

26/05/2025

The question isn't whether change is coming—it's whether we'll be **proactive enough to prepare young people** for this complexity

The traditional promise—study hard, get a degree, find a good job—is breaking down. Recent research by Farooq Mughal from the University of Bath reveals that UK graduates are struggling to find work, often being rejected even from entry-level roles not because they're unqualified, but because they're seen as overqualified or too risky.

While this analysis focuses on the UK, the underlying dynamics signal a global shift that demands urgent attention. The connection between education and employment is fragmenting worldwide.

The Employability Paradox

What's striking is how graduates are investing heavily in becoming employable through soft skills, adaptability, and professionalism, yet these efforts rarely guarantee jobs anymore. The burden has shifted entirely onto young people to become 'work-ready' while ignoring systemic barriers like algorithmic hiring, market oversaturation, and automation.

Technology is reshaping opportunities at an unprecedented pace. Entry-level roles are shrinking due to automation and algorithmic hiring systems that privilege some over others. This isn't just a UK problem—it's a global challenge requiring coordinated responses.

Beyond Traditional Solutions

Mughal notes that well-intentioned policies often fail when labor markets reward privilege over merit. This highlights why we need comprehensive approaches that address systemic inequalities rather than expecting individual adaptation alone.

The research suggests shared responsibility: employers reviewing talent assessment, universities aligning with industry needs, governments addressing deep inequalities. But we need to go further—fundamentally reimagining what skills matter in a rapidly changing world.

The ComeThinkAgain Response

If traditional employment pathways are breaking down, young people need skills to create their own opportunities. Green skills and sustainable development aren't just new career paths—they're essential competencies for a future where environmental responsibility will be central to all sectors.

This is where initiatives like ComeThinkAgain become essential. By combining computational thinking, entrepreneurship education, and green skills, we're preparing young people not just for jobs that exist today, but for challenges we can't yet imagine.

Moving Forward

The employment landscape is changing whether we're ready or not. Rather than seeing this as a crisis, we should view it as an opportunity to build something better. By equipping young people with diverse, interconnected skills, we can help them navigate uncertainty and create value that serves both their aspirations and society's needs.

The question isn't whether change is coming—it's whether we'll be proactive enough to prepare young people for this complexity, giving them capabilities to shape the future of work itself.

This reflection draws on an article by Farooq Mughal, published in The Conversation on May 21, 2025, exploring challenges facing young people in the UK job market and the breakdown of traditional education-to-employment pathways.



Access to article [here](#).

COMETHINKAGAIN

Developing Skills for Tomorrow: EU Priorities and ComeThinkAgain's Impact

24/02/2025



The European Commission's new Competitiveness Compass places skills development at the heart of Europe's future success. The Commission has recognized that 'the foundation of Europe's competitiveness is its people' and is launching a "Union of Skills" initiative to transform how Europe develops talent.

What the EU is Prioritizing

The Commission is focusing on creating systems for continuous learning throughout careers, anticipating future skill needs rather than just addressing current gaps, and enabling talent mobility across Europe. This skills strategy is designed to help Europe close its innovation gap, accelerate its green transition, and remain competitive globally.

As President von der Leyen emphasized, "What matters is speed and unity. The world is not waiting for us."

Why This Matters Now

Europe faces a perfect storm of challenges: lagging productivity growth, rapid technological transformation requiring new competencies, an ambitious climate neutrality goal demanding green skills, and demographic shifts creating workforce gaps. Without urgent action on skills development, Europe risks falling further behind in global competitiveness.

How ComeThinkAgain is Contributing

ComeThinkAgain fosters strategic collaboration between Higher Education, Vocational Education and Training, enterprises, and research organizations. Our mission is to transform European education by equipping educators with the needed skills to shape the future workforce in a rapidly evolving world.

The project directly supports EU priorities through:

- **Standardized Training:** Developing and implementing a standardized training system (ComeThinkAgain CETS) for educators across Europe
- **Educator Empowerment:** Training educators with the skills to teach essential competencies like Computational Thinking, Green Skills, Entrepreneurship Education, and Social Responsibility
- **Cross-Sector Collaboration:** Creating partnerships between education institutions, businesses, and research organizations

By focusing on educators as knowledge multipliers, ComeThinkAgain creates a sustainable approach to skills development that can scale across Europe's educational systems. Our work helps ensure that the next generation of European professionals is prepared for success and career advancement in today's rapidly changing job market.

Source:

An EU Compass to regain competitiveness and secure sustainable prosperity:
https://ec.europa.eu/commission/presscorner/detail/en/ip_25_339



Annex 6 – Welcome to the CoP



Welcome to the ComeThinkAgain Community Platform!

Navigating Our Platform: Your Guide to connection and collaboration

Welcome to our community! This platform is designed to **bring together professionals** passionate about **Computational Thinking Skills, Entrepreneurship & Innovation Skills**, and **Social Responsibility & Green Skills** across Europe.

Your Platform Navigation Guide

Our platform is designed to facilitate connection, collaboration, and knowledge-sharing among our diverse community members. Each section serves a specific purpose in your journey with us, making it easy to engage with fellow innovators and access valuable resources. Here's what you'll find as you explore:

Home Page: Introduction to our community, featuring our core focus areas, and contact information.

Members Page: Connect with fellow innovators! Browse profiles from across Europe who share your passion for transforming education. Find potential collaborators, and expand your professional network.

Forum Page: The intellectual hub of our community where ideas take shape. Participate in threaded discussions about computational thinking, entrepreneurship education, green skills, and more. Share resources, ask questions, and contribute to our collective knowledge.

Chat Page: For quick exchanges and real-time conversations. Connect instantly with community members for informal discussions, quick questions, or to coordinate activities.

Events Page: Stay informed about upcoming webinars, workshops, and activities. Register for events, add them to your calendar, and connect with other attendees before, during, and after each gathering.

Files Page: Access and share valuable resources including lesson plans, research papers, presentation slides, and tools. Contribute your materials to enrich our collective resource library.

Account Page: Manage your profile, adjust notification preferences, and customize your platform experience. Keep your information updated so others can find and connect with you effectively.

Community Guidelines and Code of Conduct





We strive to create a respectful, inclusive, and productive environment for all members. By joining our community, we expect you to follow these principles:

Core Values

1. **Respect and Inclusion:** Treat all community members with respect regardless of background, experience level, nationality, or perspective. Embrace diversity as a strength.
2. **Collaboration Over Competition:** Share knowledge openly and support fellow members. Our collective success depends on cooperation.
3. **Innovation and Openness:** Approach discussions with curiosity and openness to new ideas. Challenge assumptions constructively.
4. **Integrity and Authenticity:** Be honest in your contributions and transparent about your expertise and limitations.
5. **Environmental and Social Responsibility:** Consider the broader impact of educational innovations on society and the planet.

Expected Behaviors

- **Constructive Communication:** Provide feedback thoughtfully and receive it graciously. Focus on ideas rather than individuals.
- **Active Participation:** Contribute regularly to discussions, share resources, and support community initiatives when possible.
- **Appropriate Content:** Share content relevant to our areas of focus: computational thinking, entrepreneurship, innovation, sustainability, and education.
- **Intellectual Honesty:** Properly attribute ideas and resources. Respect intellectual property rights.

Discouraged Behaviors

- **Harassment or Discrimination:** No form of harassment, discrimination, or exclusionary behavior is welcome.
- **Spam or Self-Promotion:** Irrelevant commercial content detracts from our community's purpose.
- **Disruptive Behavior:** Actions that intentionally disrupt discussions or community activities.
- **Sharing Sensitive Information:** Respect confidentiality and privacy. Do not share personal information about others without consent.
- **Unethical Practices:** Advocating for approaches that conflict with our commitment to social responsibility and sustainability.



About Our Community of Practice

The ComeThinkAgain Community of Practice is more than a platform—it's a movement to transform education across Europe. Whether you're an experienced educator, an innovative entrepreneur, or a curious newcomer, your contributions enrich our collective journey.


Together, we're building a future where computational thinking, entrepreneurship, and sustainability work harmoniously to create meaningful educational experiences and prepare learners for tomorrow's challenges.

Welcome to the community—we're excited to think again with you!





Annex 7 –ComeThinkAgain Stakeholder Workshop Report

 comethinkagain.eu  [@ComeThinkAgain](https://twitter.com/ComeThinkAgain)  [ComeThinkAgain](https://www.linkedin.com/company/ComeThinkAgain)



Overview of ComeThinkAgain Co-Creation Workshops





Annex 8 – Review of the state of the art & consolidated competences list

Entire report available [here](#).



Review of the state of the art & consolidated competences list

The information and views set out in this report are those of the authors and do not necessarily reflect the official opinion of the European Union or the EACEA. Neither the European Union nor the granting authority may be held responsible for the use which may be made of the information contained therein.

 comethinkagain.eu  [@ComeThinkAgain](https://twitter.com/ComeThinkAgain)  [ComeThinkAgain](https://www.linkedin.com/company/ComeThinkAgain)



EXECUTIVE SUMMARY

This deliverable, part of Task 2.1 of the ERASMUS+ ComeThinkAgain project, reviews leading competence frameworks in the EU and globally. It focuses on integrating **Computational Thinking (CT)**, **Entrepreneurship Education (EE)**, and **Green Skills (GS)** into educational systems to enhance employability, creativity, and career pathways.

Key frameworks like **DigComp**, **EntreComp**, and **GreenComp** are analyzed for strengths, gaps, and synergies, exploring how these competences intersect. The report also evaluates integration strategies across various education levels, emphasizing their role in preparing students for a **rapidly evolving job market** driven by digital transformation, sustainability, and innovation.

Lastly, it proposes the ComeThinkAgain competence list—a step toward a global standard that aligns education with market needs and sustainable development goals.

PROJECT OVERVIEW

In today's fast-changing world, future generations must be equipped to navigate challenges like digitalization and climate change. Interdisciplinary, multifaceted competences are essential to tackle the evolving demands of 21st-century professions.

The ComeThinkAgain project addresses this need by **developing a cross-sectoral, standardized training and certification system** built on three interconnected pillars: Computational Thinking, Entrepreneurship Education, and Green Skills. Recognizing the crucial role of educators in shaping the workforce, the project targets teachers in Higher Education and VET trainers.

The project's centerpiece is the ComeThinkAgain CETS (CTA-CETS)— a Micro-Certification Education Training System offering flexible, modular training for both vocational and higher education at the European level, preparing learners for the future job market.



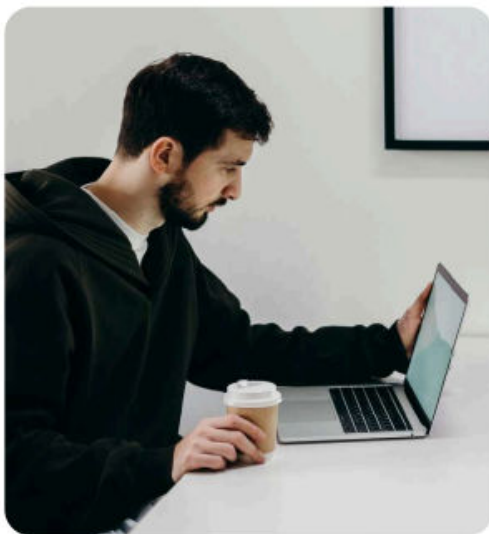
Broader Impact and Challenges

While CT's utility in problem-solving is widely acknowledged, its interdisciplinary application has sparked debate. Proponents argue that CT **equips learners with transferable skills, enabling them to tackle challenges in various domains**, from science and engineering to social sciences and humanities (Shute, Sun, and Asbell-Clarke, 2017). Critics like Denning (2017) caution against overgeneralizing CT as a **universal problem-solving tool**, suggesting that its strengths lie within computer science's confines.

Denning and Tedre (2019) emphasize that CT's effectiveness depends on computational models and algorithms' contextual relevance. For instance, in artificial intelligence, **CT's role extends beyond traditional logic to encompass data preparation, neural networks, and machine learning principles**—an area referred to as CT 2.0 (Tedre, Denning, and Toivonen, 2021).

Digital Competence Framework (DigComp)

What is DigComp? DigComp is a European Union framework designed to enhance digital skills for individuals, guiding education, policy, and workplace training. It identifies five key areas:



1. Information & Data Literacy

Locate, retrieve, and store digital information.
Assess the relevance and purpose of digital resources.

2. Communication & Collaboration

Interact and collaborate using digital tools.
Manage digital identity and participate in online communities.

3. Digital Content Creation

Create and edit digital content responsibly.
Understand copyright and integrate new content into existing knowledge.

4. Security

Protect devices, personal data, and privacy.
Address health and environmental concerns in digital contexts.

5. Problem-Solving

Identify needs and apply digital solutions creatively.
Continuously update digital skills to adapt to new technologies.

Curriculum Integration

Since 2016, efforts have been made to integrate Computational Thinking skills into compulsory education curricula, but **several challenges persist**. These include competition with other subjects, assessment difficulties, and a shortage of qualified teachers. Similar issues **affect initial vocational education and training**, where CT skills are critical for meeting labor market demands but remain underrepresented in curricula. The European Commission's Joint Research Centre (2022) highlights the need for more adequately trained educators in both sectors.



CITATION

This report is open access. It can be republished and cited free of charge without asking the project for permission. However, credit is always appreciated. When referencing information from this report, please mention it and link back whenever possible.

Report title: Communication and Dissemination Mid-term Report

Report author: ComeThinkAgain Project

Website: <https://comethinkagain.eu/>