

# WEEK OF EDUCATION

THE HEARTBEAT  
OF LEARNING 



UNIVERSITY OF TWENTE.



# Awareness Raising as a teaching method

Iris van Duren

Department of Natural  
Resources

Janneke Ettema

Department of Applied Earth  
Sciences

WEEK OF EDUCATION



# Awareness Raising as a teaching method

Please, go to:  
[www.wooclap.com](http://www.wooclap.com)

Code:  
AWAEDU

# In this presentation

- How 'Awareness Raising' became a topic
- The first steps
- Comenius
- How 'Awareness Raising' became more than a topic
- Enthusiastic reactions
- An unexpected learning outcome
- Conclusion



# How 'Awareness Raising' became a topic

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- I've always enjoyed explaining things
- Since 2012, I hold a diploma in journalism
- I'm a hobby photographer and filmer
- I can't change the world but perhaps I can inspire people



# How 'Awareness Raising' became a topic

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## Definition:

“It is a process that aims to educate and inform a targeted audience with the intention of influencing their attitudes, behaviours and beliefs regarding achievement of a specific purpose or goal (TAP Network, 2021)”

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- My sabbatical in 2019 resulted in an idea for a TMT.
- The receiving party indicated difficulties in stakeholder communication to address the lack of awareness.
- 'Awareness Raising' became a TMT component.



# The first steps

UNIVERSITY  
OF TWENTE.



SUSTAINABLE AQUACULTURE SOLUTIONS

**nuffic**  
meet the world



## Welcome to

## “Sustainable shrimp farming and mangrove restoration”



# The first steps

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**In this first training, 3 days on awareness raising:**

- Principles of awareness raising
- Graphic design for communication
- Designing a storyline
- Tips and tricks for photos and films
- Make posters and films



# The first steps

Slide from the conclusions in the closing ceremony

## Awareness raising

Beyond expectation. I'm proud !

Many learning outcomes in this task

Great products

Already in use

I want to do this more!



### Biggest struggles for people in general:

- Deciding on the key message
- Reminding to whom you want to say it
- Attractive and concise formulations: No blabla but spot on
- Graphic design in different formats

### “Learning by doing” can be scary but rewarding (for teachers as well as for students)

- Teachers pull students out of their comfort zone.  
Continuous reflection instead of one-time feedback.  
Not just knowledge transfer, but skill development!  
Soft skills essential in coaching.



# Comenius

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Janneke Ettema submitted a successful proposal

## Application Form Comenius Senior Fellow 2023

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### About the project

#### Administrative details

About the project	
Title	Game-changers solving climate change challenges Game-changers voor het oplossen van klimaatuitdagingen



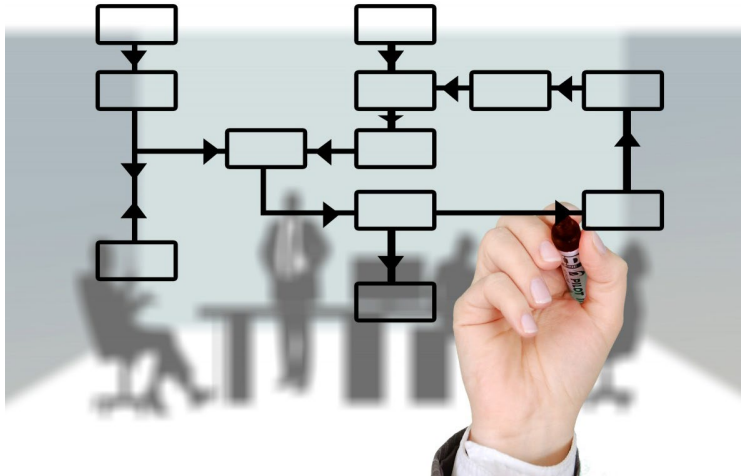


# Comenius

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## The problem:

Communication skills in academic curricula focus mainly on the content, not on the communication.





# Comenius

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## The proposal aimed at:

Development of an educational toolbox to support students and staff in acquiring a game-changers' attitude

- Awareness raising
- Applied improvisation
- Creative communication

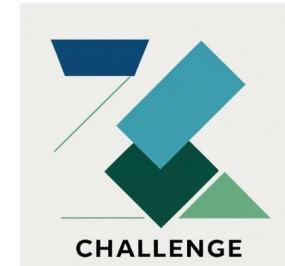


# Comenius

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The 'TMT topic' awareness raising expanded to a full course (5 ECTS)

- Focus on climate change
- Collaboration with WWF
- Challenge based approach
- Learning by doing



# How 'Awareness Raising' became more than a topic

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***Learning by doing*** means now:

Raise awareness. Do it!  
Not just theoretically, but 'for real'.

**Main learning outcome:**

Create insight in how to make your point and activate people to do something that you find important.

**How 'Awareness Raising' became a topic**

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# How 'Awareness Raising' became more than a topic

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## Course structure:

- Content for awareness raising:
  - Climate change challenges
  - Creating guidelines for awareness raising
- Skills
  - Description of a target group
  - Storytelling
  - Graphic design
  - Social media use
- Guest lecture by WWF
- Task
  - Raise awareness about a climate change issue for WWF

**23RD JANUARY FROM 12:00 - 14:00**

an awareness raising campaign about food  
waste by students

**LANGEZIJDEN, ENTERANCE**





# Enthusiastic reactions

2023

Waste  
separation





# Enthusiastic reactions



**Don't**  
Don't buy more than you need.

**Avoid food waste**

**2024**





# Enthusiastic reactions

(quotes from the students)

The event was such a new and fun experience for me.





# Enthusiastic reactions

(quotes from the students)



I am very proud that we were able to pull off such an event where we all tried something new. We did something different and learned a lot from it.

# Enthusiastic reactions

(quotes from the students)

Our communication skills improved among the team and with the participants. It was impressive to hold discussions in such a way that it sparked curiosity in the audience.



# Enthusiastic reactions

(quotes from the students)

We ourselves created the structure, which I like a lot.

We made the division of responsibilities, we set the deadlines for ourselves. And I liked to structure the whole process from brainstorming to the day of the event.

## Climate Awareness Raising

An ITC course where you learn:

- storytelling in such a way that people want to join your mission
- designing attractive materials to get your message accross
- making a difference in society and become a 'game-changer'



# Enthusiastic reactions

(quotes from the students)

For me approaching people and making small talk is a bit challenging. I am happy about communicating with the audience on the event day. I was a little nervous and reluctant at the first few interactions. But after that, I felt more confident and easier to approach the audience.



# An unexpected learning outcome

(quotes from the students)

This project taught me the significance of clear communication and setting boundaries.

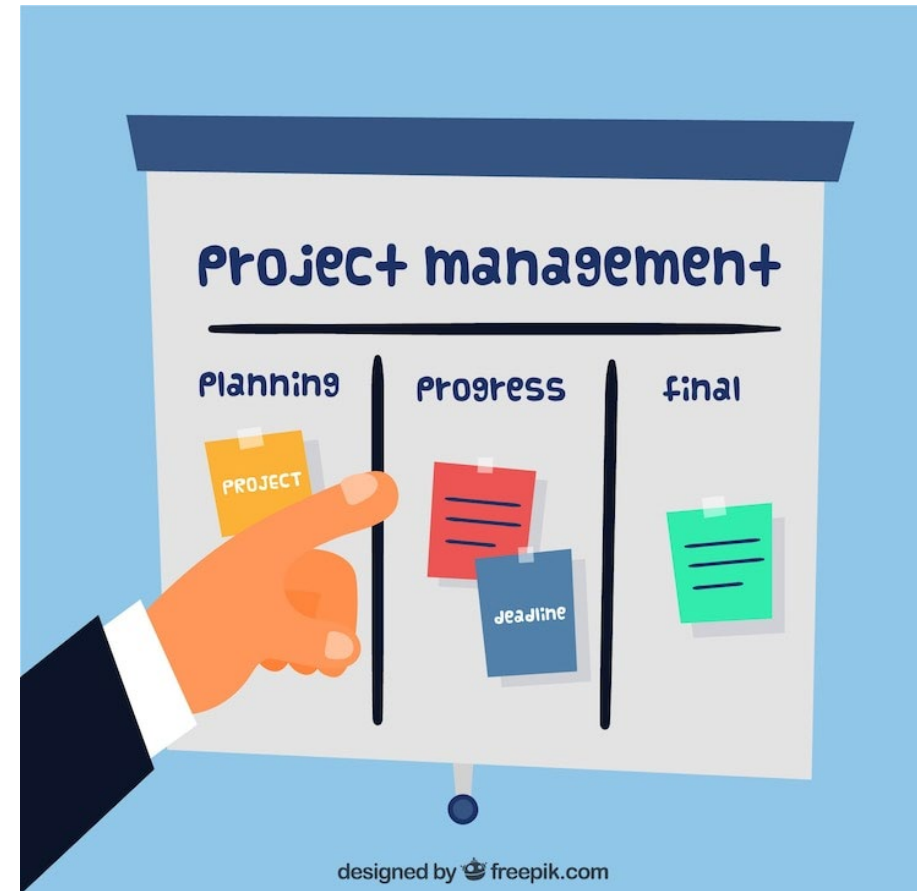


# An unexpected learning outcome

(quotes from the students)

The main lesson that I took from this course is about timing in planning campaigns.

To consider a reasonable scope is not enough; one should also properly list one's resources and contemplate unexpected circumstances.



# An unexpected learning outcome

(quotes from the students)

While we had a good turnout, we realized that more strategic marketing such as social media promotion or outreach through university networks could have made the event even bigger.





# An unexpected learning outcome

(quotes from the students)

In future projects, we would allocate more time for testing and refining materials to ensure everything runs as smoothly as possible.



# An unexpected learning outcome

The participants also developed their **project management skills**

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An ITC course where you learn:

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The course applies:

- a challenge-based learning (CBL) teaching approach
- small groups of students work in on a real-world case
- cooperation with professional organisations

Enjoy this year's output



Survey result from students & teachers

Do you buy excess food when the price is very low?

Contact:

Iris van Duren (i.c.vanduren@utwente.nl)  
Janneke Ettema (j.ettema@utwente.nl)

# Conclusions

Awareness raising is a great teaching method because it forces everyone to:

- master content in-depth
- address strategically the right people
- create spot-on formulations
- create graphically attractive materials
- develop confidence in speaking up
- apply / develop project management skills

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# Conclusions

Awareness raising is a great teaching method because it forces everyone to:

- master content in-depth (continuous reflection)
- address strategically the right people
- create spot-on formulations
- create graphically attractive materials
- develop confidence in speaking up
- apply / develop project management skills
- Think about what makes FUN

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# Awareness Raising as a teaching method

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## Thanks for your attention