

SMARCO

SMART COmmunities Skills
Development in Europe

Skills Partnership Communications Package Guide



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About this communication package

Thank you for joining the Skills Partnership.

We are delighted to welcome you as a member of the **SMARCO Skills Partnership**, a growing Erasmus Plus community committed to developing the skills needed for future smart communities.

This communications package provides you with a suite of materials designed to support your engagement, promote your participation, and maximise your visibility as a SMARCO Skills Partnership member.

The package includes ready-to-use communication materials, visual templates, key messages and brand assets that can be customised to reflect your organisation's voice and shared across your communication channels.



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SMARCO Skills Partnership Assets

A full suite of communication resources is available for download via the Skills Partnership shared resource hub. These include:

- **Partnership Badges:** Visual identifiers for partners of the SMARCO Skills Partnership.
- **Partner Badges:** Editable versions allowing you to insert your organisation's logo.
- **Social Media Assets:** Ready-made visuals for use across multiple platforms.
- **Website Banners:** For inclusion on your organisation's website.
- **Virtual Meeting Backgrounds:** Branded backgrounds to use in online meetings and webinars.
- **Communications Pack Guide:** This document.



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SMARCO Skills Partnership

Website and Social Content

Suggested text for website and social content – please feel free to adapt and localise to your organisation's needs.

Announcing Our Commitment to the SMARCO Skills Partnership

We are proud to announce that **[Organisation Name]** has joined the **SMARCO Skills Partnership**, a European community bringing together organisations committed to developing the skills needed for the smart communities of today and tomorrow.

At **[Organisation Name]**, we recognise that the transition towards smarter, more sustainable and digitally enabled communities requires people with the right skills and competences. By joining the SMARCO Skills Partnership, we are contributing to a collaborative European effort to better anticipate evolving skills needs and strengthen education, training and workforce development.



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Suggested text for website and social content – please feel free to adapt and localise to your organisation's needs.

Why We Joined the SMARCO Skills Partnership

Our participation reflects our commitment to supporting future-ready skills and strengthening collaboration between industry, education, public authorities and other organisations across Europe.

As a member of the Partnership, we look forward to exchanging knowledge and good practices, connecting with organisations facing similar skills challenges, and contributing to a stronger European ecosystem for smart community skills development.



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Suggested text for website and social content – please feel free to adapt and localise to your organisation's needs.

Our Commitment

As a member of the SMARCO Skills Partnership, we are committed to supporting its objectives by sharing knowledge and experience, contributing to the exchange of good practices, and helping promote learning and skills development opportunities relevant to the evolving needs of smart communities.

Through this collaboration, we aim to contribute to SMARCO's wider ambition of building a skilled, adaptable workforce capable of supporting Europe's digital and green transitions and the development of future smart communities.

Find Out More: Visit the [SMARCO website](#) to learn more about the Skills Partnership, its activities and how to get involved.



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SMARCO Skills Partnership

Website and Social Content

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Social media content suggestion:

 [Organisation Name] is proud to join the SMARCO Skills Partnership, a European community working together to shape the skills needed for the smart communities of the future.

Through the Partnership, we look forward to exchanging knowledge, strengthening collaboration across Europe and contributing to a future-ready workforce equipped for the digital and green transitions.

Learn more about the SMARCO Skills Partnership: <https://smarco.eu/join-us/>

#SMARCOproject #SkillsPartnership #SmartCommunities #SmartSkills #ErasmusPlus



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Social media

Tips for Posting

- Feel free to adjust and localise the message to your audience.
- Tag **@SMARCO Project** and use **#SMARCOProject #SmartSkills #SmartCommunities #ErasmusPlus**.
- Use provided visuals to enhance engagement.
- Include a call to action linking to SMARCO.
- Engage directly with audience responses.



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Together, we're shaping the skills for smarter communities

The **SMARCO Skills Partnership** is built on collaboration. By bringing together organisations from across Europe, we can better understand evolving skills needs, share knowledge and help ensure that education and training keep pace with the transformation of our communities.

Thank you for being part of this growing network and for contributing your expertise, experience and perspective. Every organisation that joins strengthens our collective ability to turn shared challenges into practical action.

We look forward to working together to support **future-ready skills, stronger collaboration and smarter, more sustainable communities across Europe.**

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