

Communication operations that can be undertaken by a KEOLOVER

You can actively participate in the promotion of Programme KEO by undertaking the following actions around your personal and professional environment or during the time you travel.

Questions that you should ask yourself before distributing the communication supports:

- What are the major languages/ dialects spoken in the area where you shall communicate the KEO project?
- In which languages do the communication supports need to be translated?
- Who can provide the necessary translation?
- Who will be responsible for photocopying this communication material?
- According to you, which format will be the most suitable for developing this communication support?

● Informative actions directed towards the principle local media:

⇒ **Communicate with the local media** (radio, TV, press, local internet sites) so that they can inform their public about KEO's existence which will enable us to reach out to the local population and explain them KEO's vocation.

Communication material at your disposal:

- 1 video cassette under a professional format created for television broadcasting,
- 1 CD Rom KEO, free from rights, containing KEO images and communication material,
- KEO press packages (French, English or Spanish) explaining the project in detail,
- A specific press release (to be written in collaboration with the Communication Department of KEO) that will precisely explain to the media about the circulation of information on KEO within their country.

● Informative actions directed towards the schools:

⇒ **The teachers** form a privileged part of the public for KEO because they are the link between the student body and the parents. Moreover, KEO is today recognized as a unique cross- disciplinary pedagogic tool that is widely accepted by the teachers from around the world.

Communication material at your disposal:

- KEO educational tool (French, English or Spanish),
- Forms for sending your message to KEO by post (to be photocopied and translated in the local language if necessary),
- 1 CD Rom KEO, free from rights, containing KEO images and communication material,
- KEO posters (French, English, German or Spanish).

● Informative actions directed towards the public:

⇒ Public places:

To provide KEO communication material (like the KEO presentation in 2 pages, (that can be photocopied on both sides of the page) big sized posters, small sized posters and forms for sending your message) in the most visited places. These communication supports could be translated in the local language if necessary.

Communication material at your disposal:

- 1 brief presentation of the KEO project in 1 page (French, English, German or Spanish),
- Forms for sending your message to KEO by post (to be photocopied and translated in the local language if necessary),
- KEO small sized posters (French, English, German or Spanish),
- KEO big sized posters.

⇒ Local and national organizations:

The organizations that could be susceptible to circulate information about KEO amongst their members can belong to the fields of science, education, art and/or culture. They could also be responsible for being collection centres of messages from the local population of the country concerned.

Communication material at your disposal:

- 1 brief presentation of the KEO project in 1 page (French, English, German or Spanish),
- Press packages (French, English or Spanish),
- Forms for sending your message to KEO by post (to be photocopied and translated in the local language if necessary),
- KEO small sized posters (French, English, German or Spanish),
- KEO big sized posters.

⇒ Special networking for solidarity and writing

For those people who cannot write. Well, KEO is not only a bridge between the people of the 21st century and those of tomorrow, but also a true bond between the people of today.

We hope that the children who can write, will pen down the oral messages of those people who cannot.

Communication material at your disposal:

- 1 brief presentation of KEO in 2 pages (French, English, German or Spanish) that can be photocopied on both sides of the page,
- Press packages (French, English or Spanish),
- Forms for sending your message to KEO by post (to be photocopied and translated in the local language if necessary),
- KEO small sized posters (French, English, German or Spanish),
- KEO big sized posters.

How should you send your message to KEO?

If the messages are collected for KEO, other than through our site www.keo.org, you can send them to:

KEO - BP 100 - 75262 Paris Cedex 06- France.

Or you can address them to the Cultural Wing of the French Embassy in your country such that they are sent over to KEO through the diplomatic courier. The French Embassies around the world are partners with KEO.

Please note that every person or organization that collects messages for KEO must sign the [KEO Values Chart](#).

For more information, please do not hesitate to contact us at: www.keo.org - eko@keo.org

We offer you all our help in your effort to circulate information on KEO.