

**Driving Engagement and Participation in eTwinning**  
Onsite workshop for Ambassadors  
Vilnius, Lithuania

**Date:** 7-9 May, 2026

**Format:** Hybrid

**Venue:** [Radisson Blu Hotel Lietuva, Vilnius](#).

**Target audience:** This 3-day onsite workshop is aimed at Ambassadors of the eTwinning community.

**Objectives of the workshop:**

eTwinning Ambassadors play a pivotal role in connecting European priorities with local educational communities. Beyond their pedagogical expertise, Ambassadors act as multipliers, communicators, and community builders, translating the value of eTwinning into meaningful engagement for teachers, schools, and stakeholders.

In a context where teachers are faced with increasing demands on their time and attention, effective communication and targeted promotion are essential to sustain participation, foster a sense of belonging, and strengthen the eTwinning community at national and European level. This event is designed to provide Ambassadors with a structured space to reflect on their current practices, exchange concrete approaches, and explore new ways of engaging diverse audiences.

Through peer learning, practical examples, and collaborative discussion, the event will focus on how communication and promotion can move beyond visibility to support active participation, long-term engagement, and community ownership within eTwinning. Thus by the end of the event, participants will:

1. **Reflect on their role as community multipliers** within the eTwinning ecosystem, identifying strengths and areas for development.
2. **Share effective communication and promotion practices** used to reach, motivate, and retain teachers and schools in different national and local contexts.
3. **Explore strategies for community engagement**, with a focus on fostering interaction, peer support, and a sense of belonging among eTwinning members.
4. **Identify practical tools, messages, and channels** that can enhance the visibility and impact of eTwinning activities at grassroots level.
5. **Strengthen peer connections among Ambassadors**, laying the groundwork for future collaboration and coordinated communication actions.

## Draft agenda

**Day 1 – Thursday, 7 May**

*Plenary session (streamed for the online audience- no registration needed)*

13:00 - 14:00	Registration
14:00 - 14:30	Opening
14:30 - 15:00	Keynote 1
15:00 - 15:30	Keynote 2 `
15:30 - 16:00	Break
16:00 – 17:15	Plenary panel
17:15-18:45	Networking activity
19:30	Dinner at the hotel
<b>Day 2 – Friday, 8 May</b>	
<i>One room per session will be streamed for the registered online audience</i>	
9:30 – 11:00	Workshop session 1 (4 in parallel)
11:00 – 11:30	Break
11:30 – 13:00	Workshop session 2 (4 in parallel)
13:00 – 14:00	Lunch
14:00 – 15:00	Think tank
15:00 -16:30	Workshop session 3 (4 in parallel)
16:30 –17:00	Break
17:00 – 19:30	Cultural activity
19:30	Dinner at a restaurant in the city
<b>Day 3 – Saturday, 9 May</b>	
<i>Plenary session (streamed for the online audience – no registration needed)</i>	
9:30 – 11:00	Teach Meet
11:00 – 11:30	Break
11:30 – 12:30	Presentation of action plans
12:30- 12:50	Closing speech
12:50	Lunch boxes – Departures