

Here is some information about Class2Class

Class2Class.org is an educational platform designed to foster international collaboration, cultural understanding, global citizenship education, and sustainable development among students. It connects classrooms globally, enabling students and teachers to co-create projects and engage in intercultural learning experiences.

The platform offers a 4-level learning journey:

- The first level centers on learning about other countries and cultures, encouraging classrooms to meet and understand diverse perspectives.
- The second level is focused on the United Nations' Sustainable Development Goals (SDGs), prompting classes to carry out activities around these goals and share their learning outcomes.
- The third level involves co-creating solutions to identified problems, based on the design thinking model, fostering problem-solving skills.
- The fourth and final level teaches students how to effectively present their solutions, aiming to attract third-party interest, support, and enhance their impact.

By offering these opportunities, Class2Class.org aims to counteract the limitations of traditional classroom settings that often lack international and intercultural experiences.

#### 2.1. Mission

"To empower teachers and students to collaborate internationally, fostering a deeper understanding of diverse cultures and perspectives. By connecting classrooms around the world, we aim to promote global citizenship education (GCED) and contribute to the United Nations Sustainable Development Goals (SDGs)."

#### 2.2. Values

- Collaboration: Encouraging teamwork and partnership among teachers and students from diverse cultures.

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- Innovation: Fostering creativity and problem-solving skills through project-based learning.
- Global Citizenship: Promoting awareness and action towards global challenges and the SDGs.
- Inclusivity: Ensuring access to quality education and collaborative opportunities for all, regardless of geographical or socio-economic barriers.
- Sustainability: Committing to practices and projects that

contribute to a more sustainable and equitable world.

- **Community:** We value the global community we're building, fostering strong, lasting relationships between teachers and students worldwide.

- **Integrity:** We act with honesty, transparency, and ethical behavior in all of our dealings and collaborations.

### 2.3. Vision

We envision a world where education transcends borders, and learners from

different backgrounds can come together to solve real-world problems. The

platform seeks to be a leading force in promoting global education and

collaboration, inspiring students to become changemakers in their communities

and beyond.

### 2.4. Brand positioning statement

"At Class2Class.org, we empower educators and students around the globe to

transcend traditional classroom boundaries through our pioneering platform for

Collaborative Online International Learning (COIL). Our mission-driven approach

connects classrooms worldwide, facilitating transformative educational

experiences that promote global citizenship, cultural exchange, and creative

problem-solving. Dedicated to fostering sustainable global communities,

Class2Class.org is the premier free platform where passionate educators

collaborate, innovate, and inspire each other to enrich the learning journey of

every student. By integrating cutting-edge technology and a diverse array of

resources, we ensure that every user can effortlessly engage in impactful

international projects that contribute to a more understanding and interconnected world."

### Unique value proposition

- **Global scale connectivity:** Facilitates seamless connections and collaborations

among educators and students worldwide, enabling them to engage in global

classrooms and cross-cultural projects that transcend traditional learning

environments.

- **Commitment to Sustainable Development Goals (SDGs):** Integrates the United

Nations' SDGs into the curriculum, encouraging educators and

students to participate in projects that address global challenges, promote sustainability, and foster responsible global citizenship.

- Professional growth: Offers a platform that not only supports innovative and inclusive educational practices but also provides opportunities for professional development and recognition through international collaboration and exchange.
- Co-creation of solutions: Empowers educators and students to co-create solutions to real-world problems through project-based learning, fostering critical thinking, creativity, and collaboration

#### Target audience details

##### Teachers

Our primary users are K-12 high school teachers, with approximately 70% being women and 30% men. They fall within the age range of 25 to 45 years. Their communication preferences are centered around Facebook and WhatsApp. With an average of 5+ years of experience in education. They have actively explored platforms like C2C before. Their key motivations include a strong interest in exchange programs, both for themselves and their students. Certificates that recognize their participation hold significant value to them. It's worth noting that their common language for communication is English. This audience seeks engagement, collaboration, and personal development opportunities through our platform.

##### Headmasters

We focus on school coordinators and principals, especially those leading ESL-focused schools. Seeking international recognition, they prioritize academic excellence, a secure school environment, and faculty development. Our platform, Class2Class.org, resonates with their goals by offering collaborative opportunities and visibility within the global education community.