

# NEWSLETTER



**The STAY+ platform is designed to embed wellbeing rewards into VET digital learning environments** with a sustainable, flexible and long-term view. It will transfer the initiative to other European countries and develop it further with a range of reports, resources and tools for VET organisations.

**STAY+ will be unique in its approach as it seeks to:**

- gamify health and wellbeing best practice into an educational/training digital platform
- use leading digital marketing and engagement techniques in an educational/training setting
- use location-based data to tailor the mobile-experience to where you are in the world

The **STAY+ mobile-interactive experience will allow young people to earn unique digital merchandise (badges) based on their activity** and utilises live data feeds, Augmented Reality and GPS location data to reward them for positive behaviours; empowering them to improve their health and wellbeing, engage in digital learning and maintain their motivation.

The STAY+ Platform is being developed with the overarching objective of empowering young people to become advocates of digital vocational training; with increased awareness of:

- a subject area,
- their own health and wellbeing, and that of their fellow learners,

- how to maintain their own motivation, manage their time and complete tasks;

- and the vocational training available in their area.

The STAY+ Platform will increase the engagement and catchment of VET Centres, improving their inclusion of young people from all life experiences, ethnicity, cultures and socio-economic backgrounds. **The STAY+ Platform will increase the retention and achievements of young people embarking on vocational training.** It will achieve this by:

- Providing “Tasters” - mobile interactive experiences of vocational subjects and learning environments
- Embedding established inclusion, health and wellbeing practices alongside digital learning
- Rewarding positive behaviours and achievements throughout the young person’s learning journey

Once piloted and fine-tuned, the STAY+ Platform will be developed as a “White Label” platform allowing VET partners to:

- brand the platform in line with their own branding guidelines
- manage, adapt and update their own content
- access quantitative and qualitative data analytics to improve the STAY+ Platform and the young person’s learning experience