EduRob

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Dissemination Plan

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Draft

Lifelong Learning Programme

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"The aim – by developing the full potential of a project's results – is to create a virtuous cycle of influence making results more sustainable, maximizing their impact, optimizing investment, improving systems, pooling knowledge to avoid overlap of effort, and then feeding back into policy-making"

EC Dissemination and Exploitation Process

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1. EXECUTIVE SUMMARY

The purpose of this document is to set a common ground and understanding on communication issues that the consortium will undertake during the EduRob project. The dissemination plan lays out the consortium's approach to dissemination and sets a framework, aiming at a sufficiently targeted and localized approach, with the necessary central coordination and oversight to ensure that activities complement each other, avoid contradictions and duplication of work. Furthermore, the dissemination plan constitutes a tool to define and record in detail the activities to be performed, track responsibilities, and monitor progress.

Flexible communication is effective communication and dissemination activities must be able to adjust to the project's developments. The involvement of all partners throughout the implementation of the project is crucial for the project to have an amplified outreach. Therefore, the dissemination plan should not be considered as a static document, but as a working document which, in the beginning, will set the ground for actions to be taken, but will be open to changes and accordingly adjusted, in order to maintain the necessary alignment with the overall project progress.

In particular, the dissemination plan will change in response to events, as the project is being implemented. Being a working document, all partners are encouraged to provide input and feedback, adhering to the activities outlined.

2. WHAT IS DISSEMINATION?

> *"…[dissemination is the] planned process of providing information on the quality, relevance and effectiveness of the project results to key actors"*
>
> *European Commission*

Dissemination is a pre-planned and constantly running process that can be understood as one phase in the long process of "marketing" and promoting the project and its results to an extended audience beyond the project consortium.

The dissemination and communication of the project results (such as research findings, reports, tools, events, learning material etc.) move towards the direction of raising awareness about the project objectives, activities and partnership, as well as the needs it is addressing. Dissemination activities also support exploitation of the project results, by encouraging decision-makers to incorporate the project's results into existing practices and initiatives, as well as prompting end users to utilize the project results.

While these activities are likely to occur in parallel, the logical sequence of the three phases is as follows:

1. Awareness raising (promote the project and inform about existence and nature of it);
2. Dissemination (inform about project results) and
3. Exploitation (encourage the further use of the results).

Taken together, the three activities will enhance the impact of the project and contribute to its sustainability. The current document focuses on the awareness raising and dissemination phases which are addressed in the WP6.

The impact and sustainability of any project largely depend on the effectiveness of the activities which aim to raise awareness, inform, and encourage action among the project's target group(s). The promotion of the project itself, the dissemination and exploitation of its results are crucial in order to make the most of the work carried out. The outreach to and engagement of a diverse range of stakeholders across Europe is a key success factor for the project. Hence, a lot of thought and effort has to go into the communication activities, which are a responsibility of all partners.

3. PROJECT PRESENTATION

Educational Robotics for Students with Learning Disabilities (EduRob) project is a 36 month multilateral project co-funded by the European Commission, under the Directorate Education and Culture. It is implemented by seven partners across Europe to develop innovative robotic mediated learning strategies for students with learning disabilities, supported by dedicated training material and validated through 6 pilots.

Edurob Project based itself on the fact that cognitive development can be enhanced by means of mediated learning as signaled by Feuerstein's Mediated Learning theory (Creating & Enhancing Cognitive Modifiability: The Feuerstein Instrumental Enrichment Program by Reuven Feuerstein, Raphael S. Feuerstein, Louis Falik & Yaacov Rand, 2006.). Based on this theory, Edurob proposes an intervention model that aims to drive students' cognitive processes while addressing much needed transferable & social skills, making use of the possibilities offered by robotics & their engaging & immersive possibilities. This approach fosters functions related to the input mental stages such as perception.

Using an ethnographic approach the project will aim to validate innovative - robotics based - teaching & learning strategies which enable diversification & personalization of learning pathways & let our target groups reach learning goals normally out of their range by other methods. Education professionals working with the target group will be involved as core participants to define a pedagogy based on robotics.

The project will validate a robotic based pedagogy & implement the case studies with people with learning disabilities, to develop transferable & social skills through robotic based learning scenarios & a didactical toolkit which will be fully developed within the project.

The project as such provides an ICT (robotics) based innovative pedagogy to acquire new skills (communicative, collaborative) in a way that allows for people with learning disabilities to engage & acquire.

4. AIMS OF THE DISSEMINATION ACTIVITIES

Edurob Consortium considers dissemination to be a high priority of the project as all partners will be involved in this work package and it has been given a large resource in terms of person days. It involves two different dimensions:

1. The dimension of educational robotics; whilst elements of the Edurob pedagogy could stand on their own, they complement each other in terms of learning theory, current social use and students' individual learning differences.
2. The dimension of grass roots enthusiasts v. regional, national and international networks and administrations: both these elements are important for the success of Edurob – the grass roots enthusiasts form the mass of users of the robotics and individual experts of innovative pedagogy within their institutions.

Main aims of the dissemination work package are:

- To ensure that knowledge of the establishment and purpose of the project reaches all target users in all partner countries throughout the project, and where possible beyond.
- To maintain a vigorous campaign of publicity in all partner countries for the project throughout its progress, and support e.g. also piloting.
- To ensure that the outcomes of the project are recognised among all target users in all partner countries.

5. PRINCIPLES OF COMMUNICATION

Keeping also in mind the overall communication strategies of the European Union, the following principles emerge with respect to all communication actions:

Ongoing: Communication of the project is a continuous activity not only throughout the 36 month duration but also after the project end.

Targeted: In order to be effective, communication activities have to be designed / adapted, so that they are appropriate for each target group. This includes the selection of content, as well as its presentation (e.g. language used) and the way it is transmitted (email, face-to-face, letter…).

Coherent: Although the content, presentation and channels used in the communication activities should be adapted to each target group to achieve maximum effectiveness, the central coordination as well as each partner should ensure that the messages promulgated are coherent and maintain a certain degree of unity to achieve a coherent overall image of the project.

Interactive: Communication has two axes along which, information and views are exchanged in vertical (top-down and bottom-up) and horizontal (network of communicators). Both axes need to be used in order to achieve maximum impact and stimulate real debate. Channels must be open for target groups to express their views, while tools should encourage interactivity and aim to engage the target group actively in the project implementation and further exploitation. Ideally, valorization takes the following path: raise awareness, inform, stimulate interest, and engage in action.

Accessible: Take into account / cater for the needs of persons with disabilities.

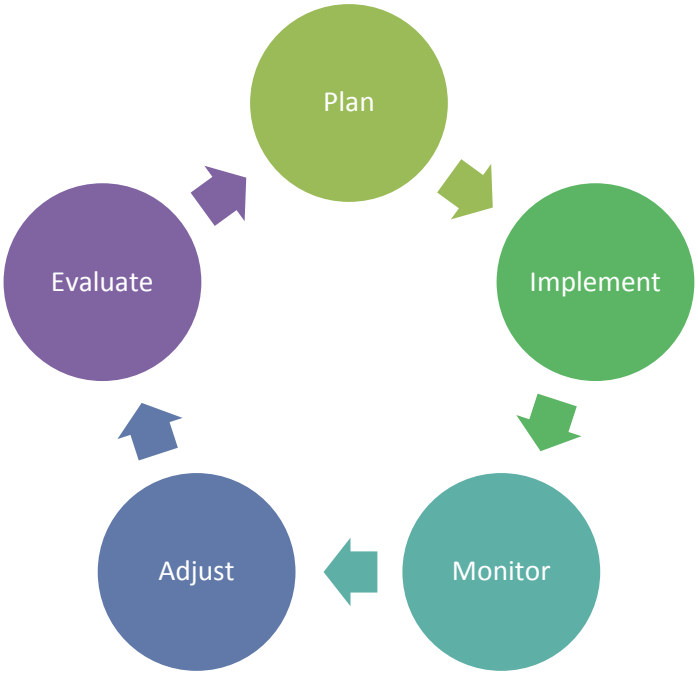
Data protection and privacy: Respect the legal framework and apply good practice when handling personal data.

Best value for money: Keep in mind that best value for money should always be applied when choosing communication tools and channels. Of course the target group should incur no costs (other than e.g. time needed to read an email). Avoid unnecessary waste, seek and exploit multiplier effects.

Internal Communication: Communication among the consortium partners and within partner organizations, using existing communication tools and channels is important.

Synergies: Liaise with persons involved in similar projects, networks or initiatives trying to build and exploit synergies and exchange information and know-how.

Sustainability: Build on existing expertise and relationships. In order to achieve a lasting impact and to build a real dialogue with target groups, it is important to carefully assess the impact of the activities undertaken and to feed them back into the planning process so as to further develop the dissemination strategy (see planning cycle).



6. TARGET GROUPS IDENTIFICATION

In order to achieve maximum outreach and audience involvement, it is crucial to understand who our audience is. The consortium has already identified who can benefit from the Edurob project results and all communication actions will eventually be targeted towards those stakeholders, which will be our target groups for the communication activities.

The impact of EduRob Project will be directly measurable by its implementation and usage by be special educational networks, disability and training centres, while at the same time the partners will disseminate the outcomes directly to their numerous member, propagating it on a pan-European scale. In addition European representative organisations such as EASPD (European Association of Service Providers for Persons with Disabilities) and EPR (European Platform for Rehabilitation) will be also informed about the project outcomes.

In addition the project outcomes will be distributed using as much as possible the OSS model and CC licence model lowering the access level for interested organisations.

The project consortium has been put together as such that dissemination will be well supported during and especially also beyond the project duration.
In particular, the dissemination focuses on:

- Trainers/Teachers
- People with disabilities
- Special education schools
- Policy makers
- Parents
- Other stakeholders

Once the project is finished the website will be maintained for at least a further 3 years, giving continuing access to the project's products. All partners are committed to ensuring that the project outcomes will have been embedded into their daily activities reflecting the fact that the concerns of the project relate directly to their ongoing core work commitments. The project will have pursued during its life a vigorous networking programme with a wide range of stakeholders, including organisations of people with disabilities and employers

representatives, social workers, psychologist school teachers and leaders, vocational training and education providers/policy makers and other gatekeepers. It should be noted that the long-term beneficiaries (disabled students, their parents, and associations, but also all the community and all tax-payers and) will have increasing future importance as sources of pressure to maintain change to meet the developing needs of people with learning disabilities.

7. DISSEMINATION STRATEGY

The overall approach consists of listing and profiling the specifically defined target groups and subsequently implementing the targeted dissemination tasks that have been designed to reach them.

Suleyman Sah University (SSU) will cooperate with the other partners to gather all information, as it is dispensed, and to advice on more effective local dissemination activities. These activities, which include a logo, the website, design and distribution of leaflets, poster, roll-up, press releases, publicity campaigns, developing of liaisons and partnerships, participation at key EU conferences related to project outcomes (ITAG, ECGBL, ICDVRAT and ICCHP), social media accounts (twitter, slide share, facebook, flicker) will be carefully implemented and monitored through continuous referral to the project dissemination plan. The plan contains specific aims and deadlines, so the compliance with it will ensure the accurate progress.

All seven members of the consortium will support the promotion of the EduRob project in their participations in various national and European events.

All electronic material produced, through the project, will be extended to the networks of all the above-mentioned organizations, indicating the magnitude of the mass level of dissemination to take place.

8. FORESEEN DISSEMINATION TOOLS

A variety of online and offline channels have been identified and matching tools have been devised in order to communicate with the target groups, with the ultimate objective to engage them by creating awareness, interest and desire, as well as inciting action. All the dissemination deliverables will be steered towards increasing project awareness.

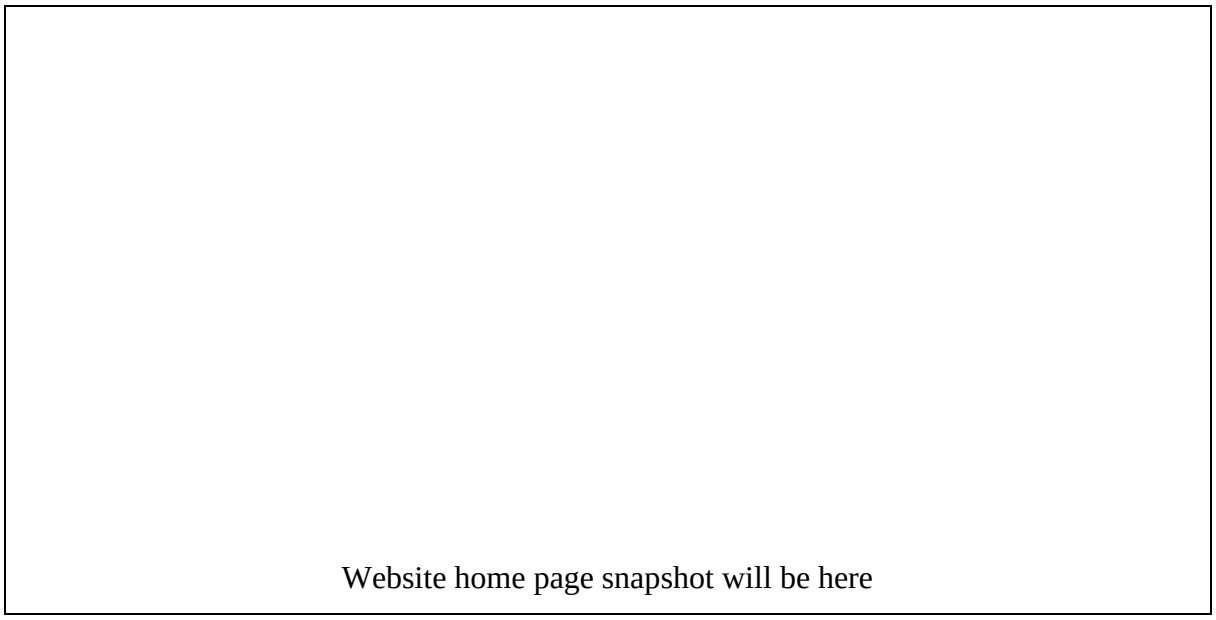
Logo and image

The project's logo and image is very important for the promotion of all EduRob activities. Logo and various templates for the word documents have been produced for every partner to use, facilitating a unique image towards the public when disseminating information about the project. The EduRob logo will be used when sharing any document among the partners or towards the public and media concerning the consortium's actions.

Website

EduRob website (www.edurob.eu) will be the key disseminating and target - audience involvement tool. Users can access diverse areas through a common home page, which will present all relevant information about the project and its objectives, an overview, the project's consortium and a disclaimer statement informing that EduRob is an EU co-funded project. The homepage and the project overview will be available in static pages in all consortium languages (EN, BG, IT, LT, PL,TR). Additionally, all project outputs and deliverables will be available for users to watch and download.

Being the dynamic key dissemination and networking tool, the website will raise awareness, inform, engage and promote vocational and adults' school students with learning disabilities, their parents, teachers/trainers/social workers, stakeholders and policy makers.



Project liaison

Additional liaison activities will take place, promoting the project, the website and the partner websites, social media, initiatives and projects dealing with relevant issues. The consortium will come in contact with stakeholders, organizations (e.g. EASPD and EPR) and universities in order to increase the project's visibility and create networks that can benefit the target groups. Through this liaison, a wider audience and number of target groups can be reached, since it will take advantage of the networks of those organizations and will enhance visibility of both parties.

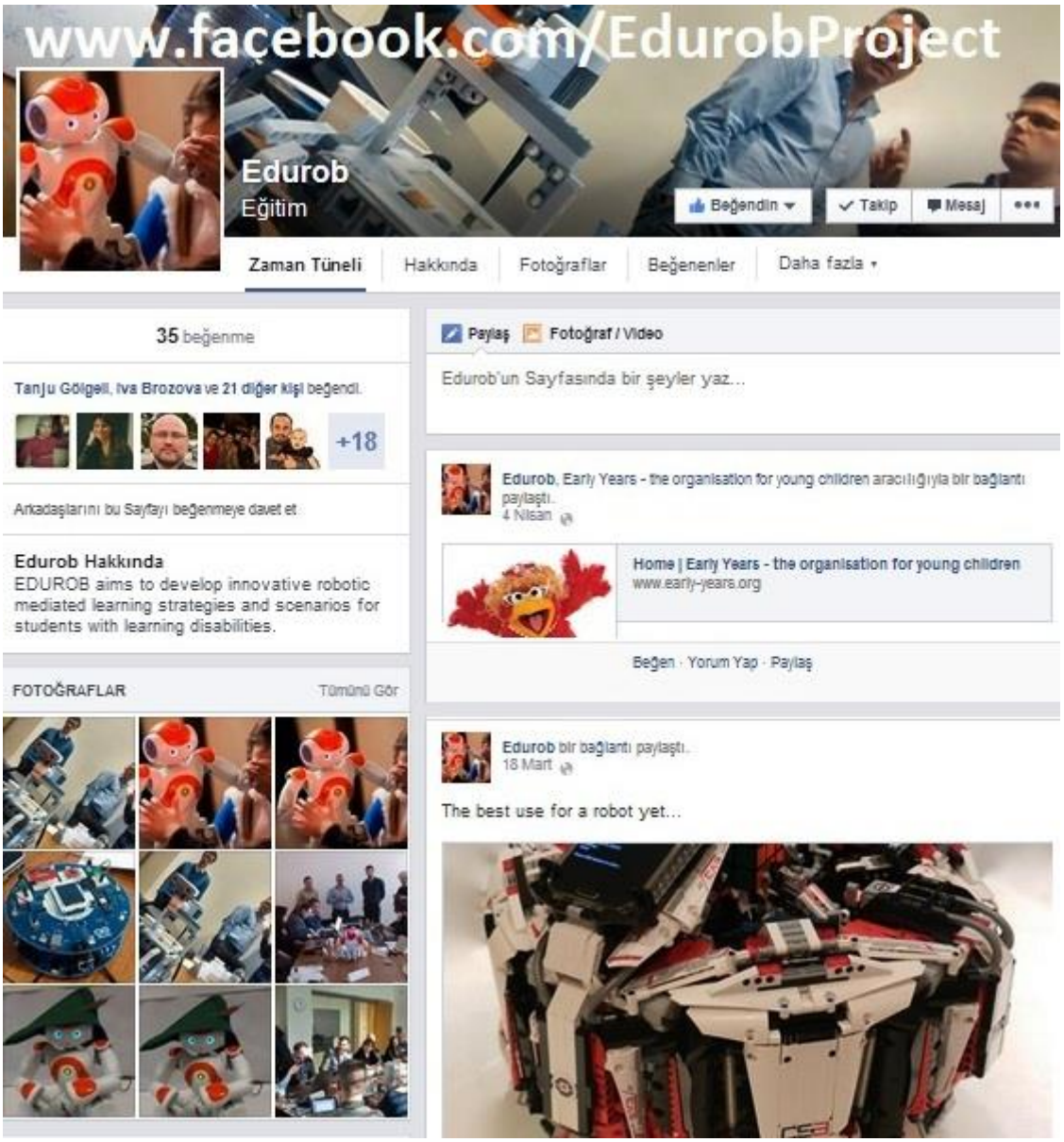
Social media exposure

Facebook, Twitter, Slide Share and Flicker profile pages created in order to publish project's information on virtual social networks and enhance project visibility. Partners are invited to join the pages on social media, expand the memberships via their contacts and support on the updating of the pages with related news links and posts on project's progress. Those profiles will also be used in order to reach people with learning disabilities and encourage their participation in the project. The profiles will be constantly updated, at least once per month.

It is important, for all partners to keep an accurate record of the communication activities they carry out in the framework of the project. In particular, partners will need to communicate key data to the WP leader thus contributing to the central Dissemination Archive of the project. The WP leader will create and manage the central Dissemination

Archive, creating both an electronic and a hardcopy record of all activities undertaken, as well as their results (e.g. number of press releases sent, number of recipients, copies of information published in the media, etc.).

This issue is crucial in fulfilling the reporting obligations of the consortium to the funding authority and thus facilitating grant payment.



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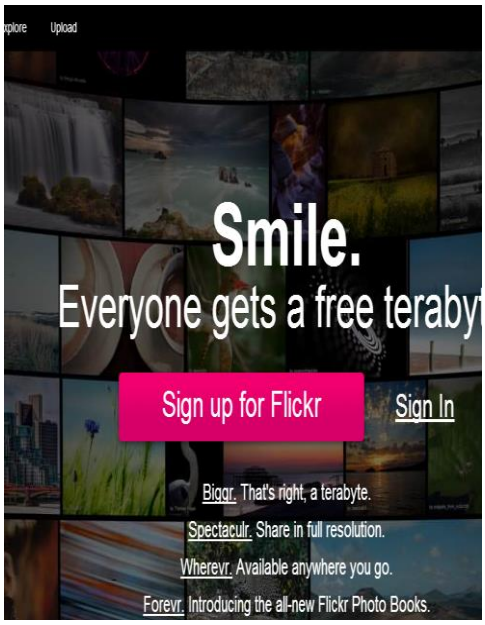
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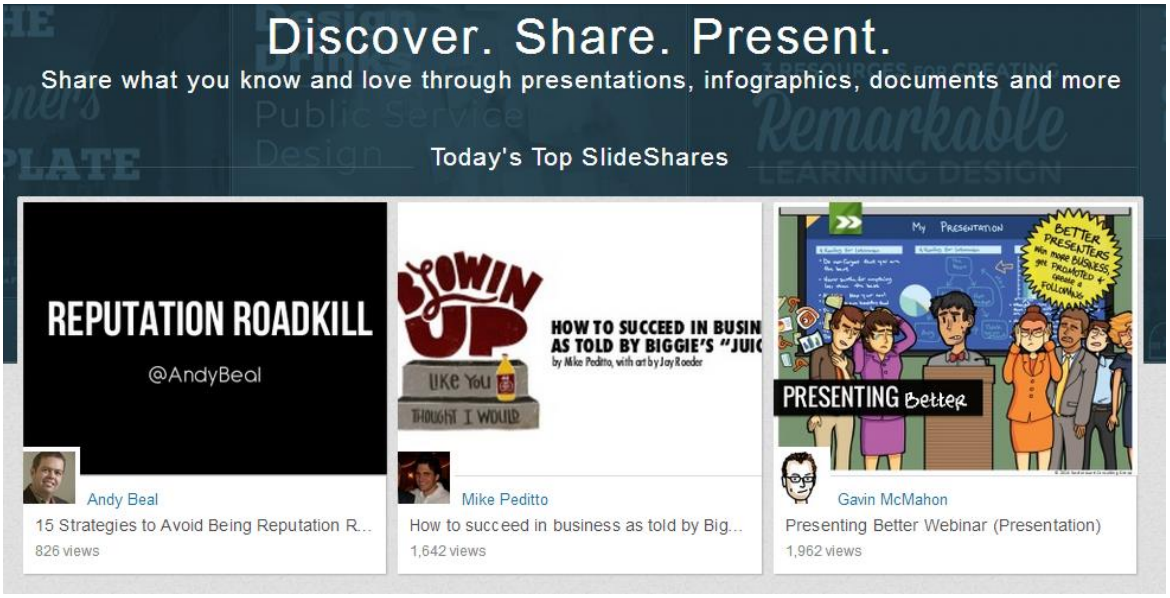
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Presenting Better Webinar (Presentation)
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9. EC LOGOS AND WRITTEN MENTION

Please note that it is legally required to use the EC logos, the correct disclaimers and to acknowledge the funding received from the European Union. Therefore, please ensure that in all project communication, deliverables and in general outputs, the adequate logos and the corresponding written mention is properly included.

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10. MONITORING and EVALUATION

The Dissemination plan lists all tools planned, the steps involved in developing them, as well as the partners responsible. It schedules the activities and allows for monitoring of progress. However, it is also important to evaluate the communication activities taking into consideration quantitative and qualitative indicators of success.

Before the partners decide to act on a wide scale, it is recommended to launch communication activities on a smaller scale such as in the partners' city or a random small sample of database contacts. After assessing the results, the partners can adjust bigger scale action as needed. In this way the partners can tailor the actions better and save time and money.

The effectiveness of dissemination actions largely depends on communication effectiveness. The partners can measure their communication by assessing the effectiveness of each tool used.

There are two main methods of assessment:

1. Direct assessment method: The partners' target group gives direct feedback on single tools such as a flyer or an event, orally or on a written assessment form (scaling information given, awareness - raising, as well as simplicity, directness).

2. Impact analysis: Check if target audiences have been reached by the communication actions and if the message was received as intended. What is their perception and feedback? Direct information on how many of the partners' contacts are getting involved in Edurob activities, as well as feedback on the satisfaction on project's outputs should be collected.

While the previous evaluation methods refer to the actual communication tools (logo, website, leaflet, poster, etc.) the communication process itself should also be evaluated. When assessing quality, evaluate the work of all people who were directly involved in the dissemination actions and played an operational role at different levels: from analysis to design, from implementation to collection of feedback.

For monitoring purposes, a dissemination archive excel file will be created in order to record the project's publicity. Pre-designed and specific timetables, will keep a record of all websites, media articles, interviews, liaison, where information relevant to the project can be found. This worksheet should be regularly updated by all partners. The website promotion is not restricted to the indicated sites but should be as extensive as possible. Records should be kept by each partner, listing not only the URLs in the table but also keeping on electronic (saved) copy and hardcopy (printout) all website promotion and send back all the communication to Suleyman Sah University (SSU).

11. DISSEMINATION TIMETABLE

Activity	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Dissemination Plan & Strategy																																				
Project Logo & Images																																				
Project Website																																				
Project on Social Media																																				
Identification of Targets and Media																																				
Publicity Campaigns																																				
Materials Creation (leaflet, poster, roll-up)																																				
Liaison Activities																																				
Dissemination Archive																																				
Attend Key EU Conferences																																				
Organize Final Conference																																				

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12. DISSEMINATION ARCHIVE

Monitoring, keeping track of the outcomes and outreach of the dissemination activities is crucial in order for the consortium to be able to evaluate the effectiveness of the dissemination activities. For this purpose a dissemination archive will be created. In the dissemination archive, all activities will be recorded, including number of recipients of communication material, project's publicity in the media, media coverage, number of successful liaisons and number of events in which the project was promoted.

For efficiency purposes, the full dissemination plan has been created in the form of an excel file. The following information aims to facilitate the understanding of that file. The dissemination plan is divided into six worksheets.

Worksheet 1: Plan Overview

This worksheet provides an overall overview of the communication activities. It is divided in the following five categories:

- No. – The first column identifies the number assigned to each deliverable/activity and subtasks for easier recording.
- Type of Activity – Specifies the activity or deliverable required and the subtasks needed to deliver.
- Responsible Partner – Identifies the partner responsible for the overall deliverable/activity and the partners responsible for each subtask.
- Planned Delivery – Indicates the month and the date in which the final output is expected.
- Status – Indicates if the deliverable/activity are either OK (in the time frame), working (in progress) or pending (overdue and not being worked on). If the fields are left blank the activity is forthcoming.

Worksheet 2: Press Releases

This worksheet serves to record the communication of the EduRob news. Partners should record on their own the number of recipients when they send out the press release to their contacts.

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Worksheet 3: Website promotion and social network exposure

This worksheet is intended to keep a record of all websites, where information relevant to the project can be found. This worksheet should be regularly updated by all partners. The website promotion is not restricted to the indicated sites, but should be as extensive as possible.

Records should be kept by each partner, listing not only the URLs in the table but also keeping on electronic (saved) copy and hardcopy (printout) all website promotion and send back all the communication to Suleyman Sah University (SSU).

Worksheet 4: Media

This worksheet serves to record all media contacts and their results in terms of publications (media coverage). Partners should ensure that they follow up on any media contacts and record all media coverage, completing the table, as well as keeping a copy of the actual media coverage (article), in electronic and hardcopy, and send to Suleyman Sah University (SSU) their information for further recording. The same applies for communication of project information via the partners' own media such as the organization's newsletters or publications.

Worksheet 5: Liaison Activities

This worksheet will list all the liaison activities, from all the partners, developed during the projects lifecycle. The liaison with the already existing networks and initiatives will be actively followed.

Worksheet 6: External Events

Here, the partners should record any project promotion undertaken at events outside of the project framework, e.g. participation in the project at meetings, workshops, information days, conferences, exhibitions, etc. Partners have to record information about the type of the event in which they participated, the organizer, the date, the location and the dissemination tools (poster, leaflet, project presentation) they used in order to promote the EduRob project.

13. GLOSSARY

- **Awareness Raising:** Publicizing, promoting and creating visibility on the existence of the project, its aims, objectives and activities in order to achieve awareness among the target group. This definition excludes the publicizing of results. As such, promotion and awareness - raising is an activity with a broader, more generic focus that serves to introduce the project to the target group.
  Please note: Throughout this document the terms "promotion" and "awareness raising" will be used interchangeably.

- **Communication:** For the purpose of this document "communication" will refer to both awareness-raising and dissemination activities. Communication in this context refers primarily to external communication and not to internal communication among the consortium and within the partner organizations.

- **Dissemination:** Dissemination is defined as a planned process of providing information on the quality, relevance and effectiveness of the project results to key actors. It occurs as and when the results become available.

- **Exploitation:** Exploitation consists of 'mainstreaming' and 'multiplication' which both aim at creating maximum impact and sustainability of the project's results. Dissemination and exploitation are distinct but closely related.
  Keys for a successful exploitation of results are:
    - To produce relevant results those satisfy the demands of providers, policy-makers and ultimately society in general.
    - To ensure, through the use of effective dissemination and exploitation tools and strategies, that such results reach the right target audiences at the right time and in the right formats, enabling them to benefit the most.

- **Impact:** Impact is the sum of the effects that the project and its results have on various systems and practices. A project with strong, positive impact contributes to the objectives of EU Programmes and to the development of various European Union policies.

- **Mainstreaming:** Mainstreaming is the planned process of transferring the successful results of the project to the appropriate decision-makers at local, regional, national and European level, so as to create an impact on policy and practice. This process includes identifying lessons, clarifying the innovative element and approach that produced the results, their dissemination, validation and transfer. More specifically, mainstreaming also defines the phase of transfer and the way in which other actors take account of the elaborated results, approaches and key elements.

- **Multiplication:** Multiplication is the planned process of convincing individual end users to adopt and/or apply the results of programs and initiatives.

- **Sustainability:** Sustainability is the capacity of the project to continue to exist and function beyond the end of the contract. The project results are used and exploited continuously. Sustainability of results means use and exploitation of results in the long term.

- **Valorization:** 'Valorization' is the French term for dissemination and exploitation of results, also used in the European context. Valorization activities are required to ensure that the results of the LLP and its predecessors are appropriately recognized, demonstrated and implemented on a wide scale.