Deliverable Report

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Extending Design Thinking with Emerging Digital Technologies

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(Integration of emerging new technologies into education and training)

Deliverable D8.1

Dissemination and Exploitation Plan

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# Abbreviations

|  |  |
| --- | --- |
| Exten(DT)2 | Extended squared |
| LNU | Linnaeus University |
| NKUA | National and Kapodistrian University of Athens |
| OU | The Open University |
| UGent | Gent University |
| NTNU | **Norwegian University of Science and Technology** |
| TCD | Trinity College Dublin |
| SIMPLE | SIMPLE - SME |
| UCL | **University College London** |
| WP | **Work Package** |

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# ****SUMMARY****

Deliverable 8.1 presents the dissemination and exploitation activities of the Exten(DT)2 project, including target audiences and communication approaches. It builds on and extends the preliminary information described in the project proposal by considering research and development activities of the first six months of the project. In particular, this Deliverable includes: a) an overview of related project objectives, b) a description of the role of each partner in specific dissemination and exploitation activities, c) a mitigation strategy related to specific dissemination activities (addressing potential risks that may threaten the success of the project), d) a dissemination plan including publications, conferences, press releases etc, e) plan for affiliation with existing EU projects & initiatives and projects funded under this call, e) competitors’ analysis, and f) market analysis providing information about the targeted market needs and requirements, the unique selling points of Exten.(D.T.)2 and potential audiences to reach during and beyond the project duration,

# ****INTRODUCTION****

## 

## 2.1 Objectives

The objectives of this Deliverable are to

(a) devise and pursue a specific and measurable plan for dissemination and exploitation,

(b) present project’s dissemination tools (website, logo etc.),

(c) establish dissemination, communication, and impact procedures, and

(d) schedule and coordinate relevant events with support from all other partners

The dissemination and exploitation plan maps stakeholders at different levels and addresses how they will be informed, considering the type and format of information, style, channels and timing. This is to ensure we reach the right stakeholders, at the right time and that the message has the desired effect. We aim for all stakeholders to receive information that addresses their needs and answers any concerns regarding benefits, effort, effectiveness, costs, feasibility etc. they might have.

## 2.2 Connection to other project activities

Dissemination and exploitation activities are supported by a dedicated Work Package: WP8. Yet, it is noted that (as shown in Figure 1 below, copied from the proposal), these activities span across the entire lifecycle of the project and are related to all other WPs. Therefore, activities and progress within each WP are expected to feed into the proposed dissemination and exploitation plan.

Diagram

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Figure 1. Connection of Dissemination & Exploitation WP8 to other WPs

# ****COMMUNICATION STRATEGY****

## 3.1 Stakeholders and how they will be engaged with Exten(DT)2

Table 1 presents the stakeholders targeted through Exten(DT)2 activities, including how they will be informed (dissemination activity), KPIs and target numbers, and contingency plans. As shown below, the project aims to engage with teachers and students, scientists/researchers, policy representatives, industry partners, other EU funded projects (including those funded under the same scheme) and the general public.

Table 1. Stakeholders and associated dissemination activities

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Stakeholder | Dissemination event | KPI | Target | Contingency plan |
| Academics, researchers | Publication of results in journals, books or special issues | # of publications | 6+ | Analyse all scientific results for possibility of publication, assign lead authorship and deadline for submission, review process every |
| Academics, researchers | Presentation of results at relevant scientific conferences | # of publications | 9+ | Periodic review of project activities and advance planning i.e., attendance of at least 1 conference per year per partner. |
| Academics, researchers, industry organisations | Participation in workshops with existing relevant projects and projects funded under this call | # of workshops | 6 | Online implementation of workshops to share insights; establish connections right from the start of the project. |
| Teachers | Project workshops for designing activities and lesson plans | # of workshops | 20 | Online workshops to enable teachers’ participation from across Europe; seek teachers and establish connections right from the project start |
| Teachers, students | Present the project outcomes in non-scientific educational events: teacher/student conferences | # of presentations | 7+ | Follow schools and teachers’ networks online, participate in teacher events, organize open workshops and seminars. |
| Teachers | Participation at National Scientix networking events fostering collaboration with other and related projects and activities | # of events | 3 | Contact the National Scientix network and host our own webinars and events for teachers beyond the project to share project results. |
| Policy representatives | Present the results at policy events/meetings | # of presentations | 7 | Actively register, attend and present at policy- dedicated events. Host own events with teachers and actively invite policy makers to attend. Publish policy briefings to policy makers. |
| General public | Participation in open-science events to disseminate the project towards society | # of events | 5 | Host workshops and seminars open to the public in local or international open-science events such as “Researcher Night” and “EU Hour of code”. |
| Teachers, students, researchers, policy makers | Make the educational tools available online and easily accessible through the project website | # of yearly users | 10K | Partners promote activities further through established national and international teaching and learning networks described above and relevant EU-funded and other projects they have contacts with, as well as through the BBC, and projects funded through this call. |
| General public | Promote the project through its own and other social media accounts (e.g. university and lab accounts) | # of followers/likes | 2K | Partners share content using personal and institutional accounts during and after the project; they schedule timing and content to ensure weekly updates. |
| General public | Media releases | # of releases | 10 | Seek support from institutions' dedicated media teams (e.g., OU and LNU media departments) |
| Teachers (pre-service and in-service) | Release a freely accessible online Open Learn course (OU) | # of users/viewers | 2K | Promotion through a press release and through media teams |
| Industry | Dissemination of the project results to industry partners, including private schools and companies | # of presentations | 5 | Engage with existing conducts at companies such as EnginoEducation (https://enginoeducation.com), Hypocampus (https://www.hypocampus.se) and Arduino cc (https://www.arduino.cc) |

Building on existing connections of partners with stakeholders across Europe and beyond, Table 2 presents how each partner will engage with specific stakeholders (and by when) in order to achieve the KPIs of Table 1. The Table below will be reviewed and updated every 6 months to ensure progress towards the dissemination objectives has been achieved.

Table 2. Partners engagement with diverse stakeholders and associated planned activities

|  |  |  |  |
| --- | --- | --- | --- |
| Stakeholder name | Activity (pick from previous table) | Estimated Date/s | Responsible partner |
| Open Schools for Open Societies Network of Schools. The consortium will capitalise on the OSOS Coordination Action (www.openschools.eu) |  |  |  |
| Teacher networks online   * ICT teacher conference in Greece * TeachMeets in Ireland |  |  |  |
| OU's OpenLearn community reaching over 60 million learners of diverse ages, gender, socio-economic status and geographical locations | Open Learn course | M24 | OU |
| Digital school (dschool.edu.gr) co-managed by NKUA members who will take part in the Exten.(D.T.)2 project with half a million new users every year including the Ministry of Education in Greece, teachers, parents, children |  |  | NKUA |
| Use of national and international resource repositories and teacher forums   * Photodentro Learning Objects (http://photodentro.edu.gr/lor/ in Greece, * 2link2 in Belgium (https://www.2link2.be/index.php ) * OER repository (https://www.oercommons.org/ ) |  |  | NKUA  UGhent |
| OU established network of schools | 15 schools reached and engaged in Y1 activities | M6, M12, M18 | OU |
| Växjö Municipality, with a well-established collaboration with LNU, will be used to link to existing initiatives relevant to the project such as urban farms. Links with Växjö Municipality will be also used to reach and disseminate project activities |  |  | LNU |
| Scientix Network (http://www.scientix.eu/ ) in each country | Dissemination of project results; host webinars and events for teachers |  | ALL |
| Greek Wide-Scale National Teacher Training Programme (years 2022-2024), co-organized with NKUA, will be used as a channel to reach ~13.000 in-service teachers working in ~850 schools across the country. (https://e- pimorfosi.cti.gr/en/the-project/about-b2-level-ict-teacher-training) |  |  | NKUA |
| Centres for ICT in education in Norway, closely collaborating with NTNU:   * Skole Laboratoriet <https://www.ntnu.no/skolelab> * Realfag Konferansen https://www.ntnu.no/skolelab/realfagkonferansen |  |  | NTNU |
| The OU/BBC partnership network (https://connect.open.ac.uk) embedding findings from this project to TV and radio co-productions related to education, STEAM and sustainability |  |  | OU |
| Pedagogical counseling services and teacher organisations in Belgium such as GO! KOV, OVS, KVCV, overlegplatform STEM leraren (https://overlegplatformstemleerkrachten.be/). |  |  | UGhent |
| European Commission Communication channels:   * CORDIS News * CORDIS Wire * the European Commission’s newsletters * the EC’s event pages * the Europa website, * the EU platform for dialogue and discussion.   This will be done in close coordination with our project officer, reaching a Europe- wide and international audience of citizens, academics, practitioners and policy makers, and other relevant EU- funded projects. | Dissemination of results, host events |  |  |
| Actively register, attend and present at policy-dedicated events; regular communication with education policy-makers meetings in national level including:   * the Director of Diophantus, * the Greek Ministry of Education Computer Technology Institute, * the British Science Association, * the Association for science education, * the JISC, * the National Agency of Education in Sweden, * the National Council for Curriculum and Assessment * the Department of Education in Ireland. |  |  |  |
| Participate in open-science events:   * “Researchers Night” * “EU Hour of Code” * “Maker Faire” |  |  |  |
| Industry dissemination   * EnginoEducation (<https://enginoeducation.com>), * Hypocampus (<https://www.hypocampus.se>) * Arduino cc (https://www.arduino.cc). |  |  |  |
| Events in collaboration with local:   * Science Centres * Libraries * schools * museums. |  |  |  |

## 3.3 Project identity tools

Logo: To establish the project identify, in M1 to M3 of the project, a project logo and a project website were designed. In compliance to European Commission (EC) guidelines, all dissemination materials issued by the project include the necessary information and graphic identity of the funding entity, as reproduced in Figure 2 (also shown on the header of this document).

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Figure 2 Information about funders included in dissemination materials

The project logo resulted from a voting activity during the project’s kick-off meeting in which partners were presented with eight possible logos and asked to choose the one they prefer to. Figure 3 presents the chosen logo in colour, grey scale, and black and white.



Figure 3. The Extn(DT)2 logo

Website: A project website has been created and can be accessed here [www.extendt2.eu](http://www.extendt2.eu). It presents all relevant information about the project including dedicated areas for news, publications/public deliverables, teacher resources (activities, lesson plans), links to project technologies and to the Open Learn course when it is created, and enables recruitment of teachers through relevant announcements. It also presents project objectives, project partners, ways of contacting the project (through a gmail account) and social media links to Twitter, Linked-in and YouTube. Translations to the languages of the EU will be open to volunteer contributions through the pybossa platform (pybossa.scientize.eu), hosted by Ibercivis. In order to maximize reach and impact, the website activity will be periodically monitored with the use of tools such as Google Analytics, thus keeping track of relevant information such as the page traffic and the sections to which visitors interact the most, these being also KPIs as presented in Table 1.

[insert homepage screenshot of website]

Figure 4. A screenshot of the homepage of the Exten(DT)2 website

PowerPoint template: A power point template has been created with the project logo, funder logos and partner logos for use in dissemination activities such as presentations, workshops, talks (see Figure 4)

[insert Figure 4 here]

Deliverable template: To enable consistent presentation across the various deliverables, a template has been created and shared with project partners, the structure of which is shown in the presentation of the current deliverable (D8.1.) featuring the project and funder logos at the top of the document and a numbered structure for presenting deliverable information.

All above resources are located in the project shared area under WP8 for easy access by all partners.

# ****DISSEMINATION & EXPLOITATION PLAN****

## 

## Scientific publications

High-impact scientific publications are expected to result from this project, aiming to influence other scientists, researchers and academics and advance our understanding of the use of educational technology in formal education. In particular:

* Scientific papers will be published in indexed journals and journals with a high impact factor such as Computers & Education, British Journal of Educational Technology, Learning Analytics Journal.
* Scientific papers will be published Gold or Green Open Access (OA) aligning with EC guidelines and stored in institutional repositories such as the OU’s ORO: [www.oro.open.ac.uk](http://www.oro.open.ac.uk)
* Findings may be published as technical publications and in scientific meetings as conference proceedings
* Anonymised data may be stored in institutional repositories such as the OU’s ORDO <https://ordo.open.ac.uk> for use by other researchers
* Full-text documents (if applicable) will be also shared on the project’s website and social media accounts, accompanied by a short and easy to understand summary.

## Conference participation

All partners have allocated resources for participation at international conferences such as: Interaction Design for Children (IDC), International Conference on Education and New Learning Technologies (EDULEARN), International Conference on Learning Analytics & Knowledge (LAK) and EARLI. An extended abstract had been submitted to EARLI2023 (outcome pending), taking place in Greece in Aug 2023. The table below shows partners’ intention to take part in specific conference over the duration of the project.

Table 3. Planned conference participation by each partner

|  |  |  |
| --- | --- | --- |
| Conference | Date | Partner |
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## Policy brief

In addition to the policy events listed on Table 1 and 2 including participation in national policy events e.g., Ministry of Education activities, a policy report will be prepared by the end of the project and shared with existing national policy contacts across partner countries.

## Synergies with other initiatives

**Exten.D.T.2 cluster experience-exchange events:**

Two common events (one on-line and one physical) will be organised twice a year, for knowledge and experience exchange related to emerging technologies for education, and to which members of the other two Horizon Europe projects common to this cluster will be invited. A second physical gathering is proposed in Brussels during summer 2024, while the last one may be organised in the UK (London), in connection with the BETT show at the beginning of 2025. Separate two-hour meetings will be organised alongside these events for project partners to share insights from their work and learn from each other’s experiences.

The on-line meetings may be organised once a year (two-hours duration) as a research seminar in which each project gives a 30-minute presentation on the on-going research at each project, followed by a 30-minute discussion.

**Common scientific cluster activities:**

* Spring 2023, organisation of a common workshop coordinated by representatives of the 3 projects in the context of EC-TEL 2023.
* Spring 2023, organisation of a common workshop coordinated by representatives of the 3 projects in the context of ICSL/CSCL 2024.
* Spring/Summer 2024, organisation of a common workshop coordinated by representatives of the 3 projects in the context of IDC (Interaction Design for Children) 2024.
* Autumn 2023, a special issue will be proposed to *IEEE-TLT* or *Computer & Education* on the topic of *Emerging technologies for education: current challenges, threats and opportunities.*

A panel discussion or a workshop at the ECSITE conference or leveraging other activities of this network. For example, a panel where we discuss the results after the end of the projects (possibly in 2025) or mid-project to discuss and receive input for future directions. https://www.ecsite.eu/conference

## Open Learn course

## An OpenLearn course will be created in Year 3 of the project sharing the Exten(DT)2 approach with teachers, researchers and educational policy makers. The course will be a professional development activity interested parties can undertake to develop skills in using digital thinking and technologies in education. It is a means for disseminating project outcomes at a national and international level and reaching teachers across the globe.

## Social media presence

The project has created a twitter, a linked-in and a YouTube social media accounts for sharing project news, updates and progress and also inviting teachers to take part in project activities. In addition, a ResearchGate page has been created for adding paper publications when available.

Twitter and Linked-In will be updated once a week, with support from the OU project manager, in order to increase the number of followers and achieve impact at local and international levels. A number of social media campaigns will be planned during the lifecycle of the project. The first one ran in Nov 2022 and introduced the project team to the public. Other social media campaigns will aim to present interesting insights about design thinking from the lit review, engagement activities with teachers, preliminary insights from data collection, upcoming dissemination events etc.

Table 3. Project’s social media accounts

|  |  |
| --- | --- |
| Twitter account | <https://twitter.com/extendt2> |
| Linked-in account | <https://www.linkedin.com/company/extend-t-2/?viewAsMember=true> |
| YouTube channel | <https://www.youtube.com/channel/UCf5hTi82TXaL01pSAGnq6Dg/about> |
| ResearchGate page | <https://www.researchgate.net/project/ExtenDT2-Extending-Design-Thinking-with-Emerging-Digital-Technologies> |

## Newsletter

A newsletter will be created and shared widely every 4 months, starting by M6, providing brief updates about project activities and progress, press releases, job openings, project results and achievements. A section will be also created with upcoming events to raise awareness and enable participation. Each newsletter will be hosted directly in the project website; it will be disseminated by both a link to the website and also by embedding it into the body of an email (for quick access) shared with e.g., organisations listed on Table 2, teacher contacts, institutional contacts and existing mailing lists. A mailing list will be compiled with existing contacts of partners, and also used to circulate the newsletter, as part of WP8, reaching mainly academics and researchers as well as DT practitioners we work with at national, EU-wide and international level. All partners will be asked to contribute to the newsletter with content.

## End of project conference

The End-of-project conference will host attendees and keynotes from the international technology- enhanced learning and teaching community including academics, teachers, students, to share insights as widely as possible, reaching mainly stakeholders at a national and international level (as the event will be live streaming).

## Exploitation activities

The exploitation of project outcomes, i.e. technological products, educational activities, learning material and resources involve: a) Exploitation of the digitally-based DT projects is part of the Exten.(D.T.)2 objectives. This includes re-use of DT projects and associated materials and tools beyond the project period, available through the project website and free OpenLearn course. b) Project website maintenance: envisioned to maintain for 4 years after the finalisation of the project, featuring the project’s deliverables. As there will be no funding to cover hosting expenses (by Wordpress), it will move to the PI’s institutional website for maintenance and monitoring. c) nQuire activities and relevant data: envisioned to be maintained for 4 years after the finalisation of the project, and promoted through existing national and international partnerships with other universities, organisations and schools interested in using nQuire. d) OpenLearn course: envisioned to be maintained for 4 years after the finalisation of the project and promoted further through other educational activities and educational projects, including exploring the possibility of connecting to existing OU pre-service teachers’ courses, national science curricula and teacher training. e) Gathering and dissemination of publications: further publications may be developed beyond the project, and these will ensure referencing the project in papers and deliverables, the scope of which is related to Exten.(D.T.)2. f) Lesson plans and templates: emailed to schools, linked to the Open Learn course and project website, and used in future funding applications.

# ****COORDINATION OF DISSEMINATION ACTIVITIES****

## Internal capturing of dissemination and exploitation activities

All communication, dissemination and impact activities are captured in the dissemination and impact log, set up and managed by WP8 Leader and accessible by all project members through the shared online project area (under WP8). Partners will receive monthly reminders (by WP8 leader) to ensure all activities are captured and the document is updated accordingly. The document requests information about: activity type, date, location, KPI (e.g. number of attendees), weblink (if applicable), details (title etc), name of person, partner acronym and any other info relevant to the event.

## Role of partners in D8.1

## Processes for publication writing

## Processes of exploitation activities

## Risks and mitigation actions

# ****Conclusions****

This Deliverable presents the Exten(DT)2 dissemination, exploitation and communication strategy. It has defined the projects objectives, tools, channels, actors and strategies for communicating effectively with a range of stakeholders while it has also allocated relevant responsibilities to project partners, leveraging their existing contacts and access to communication channels.

# ****References (not applicable)****