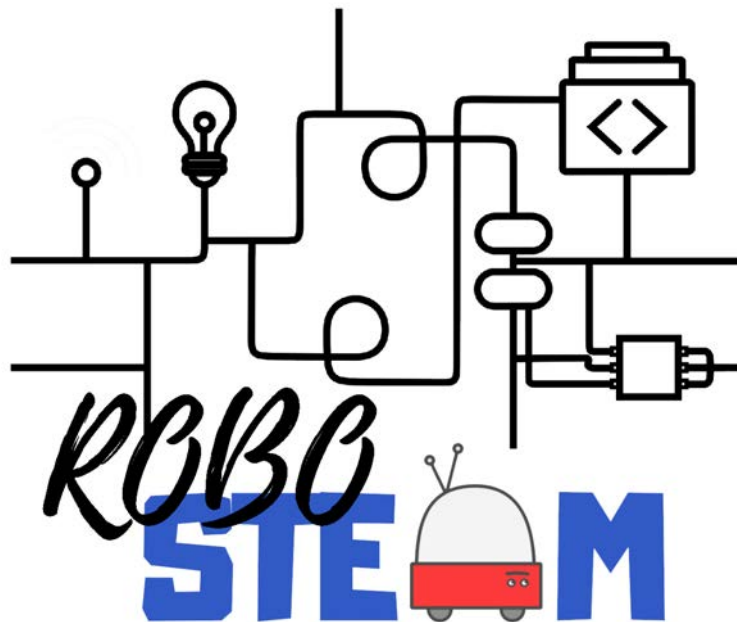


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# Dissemination Report M12

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## 1. INTRODUCTION

This report revises the communication and dissemination activities during the first part of the RoboSTEAM project [1-3]. The report focuses on progress with KPIs (Key Performance Indicator), as well as collecting together media presence of the project.

General issues in communication and dissemination:

- Project website created.
- Project social media channels established.
- Project has been public in various events.
- The first academic outputs (research articles) have been published.
- The project is entering to pilot implementation phase, and it is expected that public appearance will be increased when the project piloting activities and school exchanges are taking place.

## 2. PROJECT PUBLICITY

The project appearances in public media have been collected to a Wiki platform in the project working platform (<http://robosteampoint.eu/moodle/>). The following list covers the listed items of publicity.

- Kick-off meeting of the ROBOSTEAM ERASMUS+ project ([http://cedri.ipb.pt/communication\\_news.html](http://cedri.ipb.pt/communication_news.html)).
- CEDRI research group Facebook (<https://goo.gl/DJGsJd>).
- IES Eras de Renuva project website ([http://ieserasderenuva.centros.educa.jcyl.es/sitio/index.cgi?wid\\_seccion=23&wid\\_item=218](http://ieserasderenuva.centros.educa.jcyl.es/sitio/index.cgi?wid_seccion=23&wid_item=218)).
- Press news 1 (<https://www.ileon.com/actualidad/094764/ies-eras-de-renueva-participa-en-un-proyecto-erasmus-para-potenciar-el-steam>).
- Press news 2 (<https://www.ileon.com/actualidad/101817/educacion-steam-en-el-instituto-eras-de-renueva-a-traves-del-proyecto-erasmus-robosteam>).
- Press news 3 (<https://www.diariodeleon.es/articulo/actualidad/erasmus-robosteam/201910150202341947884.html>).
- Agrupamento Escolas Emídio Garcia (<http://www.aeemidiogarcia.pt/index.php/projetos/prs>)
- KIT website (<http://www.ibap.kit.edu/1536.php>).
- Media Arts Education blog (<http://daniela-reimann.de/media-arts-education/?p=739>).
- GRIAL website (<https://grial.usal.es/robosteam>).

Project public document repository at Zenodo:  
<https://zenodo.org/communities/robosteam/?page=1&size=20>

### 2.1. Web pages and Social media channels

The project is accessible through the websites and social media channels. Internal communication is organized through emails, Moodle platform, and Telegram instant messaging tool.

Facebook: Robosteam Project: <https://www.facebook.com/Robosteam-Project-236478083958339/>

Twitter: [https://twitter.com/RoboSTEAM\\_EU](https://twitter.com/RoboSTEAM_EU)

Project website: <http://www.robosteampoint.eu>

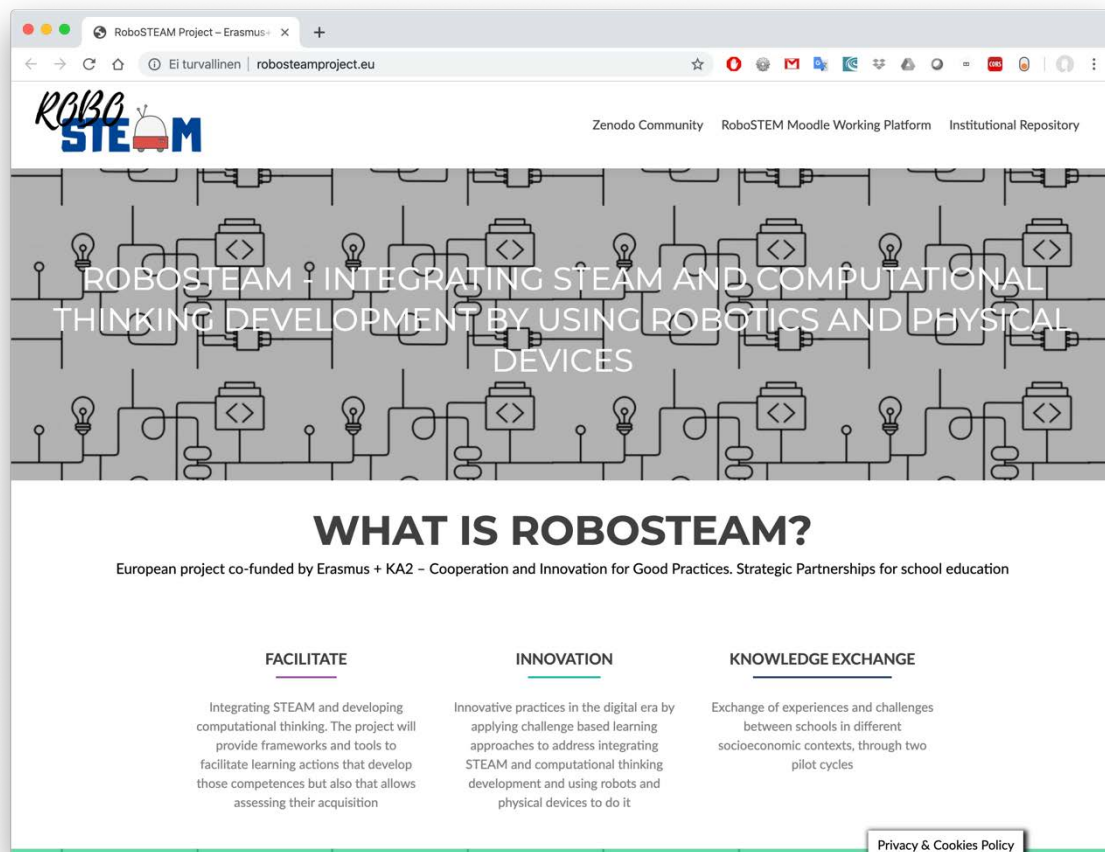


Figure 1: Project website

### 3. KEY PERFORMANCE INDICATORS

The key performance indicators show that the project is somewhat behind in some of the dissemination activities, when comparing to the minimum quantities of communication. On the other hand, this is expected as the active piloting phase is just starting, and these events produce better public dissemination material than the project activities this far. Table 1 shows the progress in this sense.

Table 1: Key Performance Indicators

Dissemination item		Description	Current	Minimum	Target
Project Website		No. of Website Visits		3,000	10,000
Social Media	Twitter	No. of Followers	12	100	250
		No. of Tweets	10	200	500
	Facebook	No. of Likes	65	100	300
		No. of Posts	6	100	250
		No. of Shares	10	30	80
Youtube/ Instagram (if applicable)	No. of Visits/ Downloads	NA	250	400	
Publications/Papers/Reports/Proceedings		No. of Publications	2	4	6
Project presentations / Attendees at events		No. of Project Presentations at Events	2	4	8
		No. of Attendees at the Presentations (total)		300	>800
Media Presence		No. of Media Mentions (including Blogs)	3	10	30

### 4. ACKNOWLEDGEMENTS

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## 5. REFERENCES

- [1] M. Á. Conde *et al.*, "RoboSTEAM - A Challenge Based Learning Approach for integrating STEAM and develop Computational Thinking," in *TEEM'19 Proceedings of the Seventh International Conference on Technological Ecosystems for Enhancing Multiculturality (Leon, Spain, October 16th-18th, 2019)*, M. Á. Conde-González, F. J. Rodríguez-Sedano, C. Fernández-Llamas and F. J. García-Peñalvo, Eds. pp. 24-30, New York, NY, USA: ACM, 2019. doi: 10.1145/3362789.3362893.
- [2] F. J. García-Peñalvo, "O3 RoboSTEAM Environment – First overview and discussions," presented in RoboSTEAM Erasmus+ project Kick-Off, Bragança, Portugal, February 15-16, 2019, 2019. Available from: <https://goo.gl/hro7tc>. doi: 10.5281/zenodo.2571497.
- [3] RoboSTEAM Consortium, "RoboSTEAM Project," presented in RoboSTEAM Erasmus+ project Kick-Off, Bragança, Portugal, February 15-16, 2019, 2019. Available from: <https://goo.gl/Ni43mK>. doi: 10.5281/zenodo.2575066.