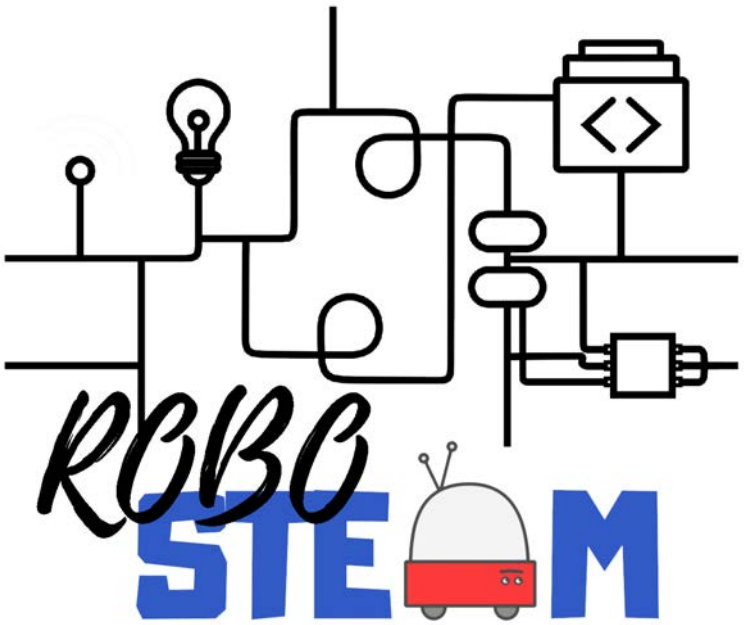
Dissemination Strategy



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EXECUTIVE SUMMARY

This deliverable compiles a coherent dissemination and communication strategy and puts together a synopsis of all measures that will be adopted to reach the overall goals and objectives behind this strategy. All these measures shall ensure the high visibility, accessibility and promotion of the project and its outputs. Rather than depending on occasional opportunities, this communication strategy aims at laying the foundation for a regular flow of information within the consortium partners, and the use of highly established networks. Stakeholder contacts will play an important role in the efficient dissemination and awareness-raising strategy during the whole project period. Moreover, this document also provides the Key Performance Indicators for the evaluation of the Communication and Dissemination Strategy. This document holds a set of manuals to guide all consortium partners during their communication and dissemination actions that will be updated and adjusted as the project progresses.

1. INTRODUCTION

The RoboSTEAM project [1, 2] communication and dissemination activities, described in the proposal and in this document, are based on the implementation of different tasks under a multi-channel and multi-level approach, combining traditional and innovative communication elements with the aim of maximising the project impact, e.g. through effectively addressing different target groups.

From the very beginning of the project launch, the consortium had discussions on the importance of smooth communication and dissemination activities. A concrete action has been to define a dedicated strategy, and provide consistent tools, so that coordination and management activities are synchronised with communication activities. Thus, the aim is to effectively approach the heterogeneity and cross-sectorial interests of various stakeholders as well as the general public.

Communication and dissemination basics were discussed among all the partners in the RoboSTEAM kick-off meeting. The discussions were based on the general proposal presented by the project coordinator and UEF / Ilkka Jormanainen.

After the kick-off meeting, UEF has focused on creating all relevant reference documents (e.g. output and document templates) and developing the first communication outputs including general designs and the overall project identity which were agreed among all partners. Furthermore, the project website and a social media account (Twitter) have been launched. Finally, the RoboSTEAM Communication and Dissemination Strategy (CDS, this document) was drafted and discussed with partners in order to structure the final document.

2. COMMUNICATION AND DISSEMINATION STRATEGY

The Communication and Dissemination Strategy (CDS) provides all relevant information on how, where, and when the consortium as a whole, as well as individual partners, should perform particular actions concerning the project communication and dissemination. In addition, it also holds guidelines, templates and references to additional tools and resources (e.g. Communication Plan, Partners' Communication Manual) that will allow the consortium to monitor all activities and make adaptations to the strategy in case this is needed.

2.1 Development and Overview

After discussions in the kick-off meeting and especially during the WP6 presentation, the consortium agreed to deliver a CDS, which includes the strategies, objectives, and tools to be used in the communication and dissemination process of the project.

The main idea was to create a dynamic document, which – from the very beginning of the project onwards – could cover the different options and being at the same time always under discussion and assessment. The ambition is to constantly adapt to the project implementation status, outputs and results, so that the strategy can always be organically modified and adapted.

The document draft was shared among partners in Month 4 and updated based on partners' comments and suggestions, to create the actual strategy, which includes among other topics the objectives, the target groups, communication and dissemination activities and tools and the communication main resources.

Throughout the project, we aspire to establish an impactful dissemination of the RoboSTEAM results and an adequate communication to the different target groups. This will allow to maximise the impact during project execution support sustainability beyond the end of the project. Finally, it will also help to maximise participant engagement and project results dissemination.

The strategy is designed on the basis of the overall project proposal and trying to be more efficient by taking advantage not only of the specific project tasks but of all

project activities, processes, results and deliverables as well as the defined stakeholders and target groups.

2.2 General Communication Strategy

This communication strategy is designed with the main aim of helping to ensure an effective and efficient project communication and maximise the potential impact of its activities, deliverables and results. It will define the tools, target groups and procedures to be implemented within the project. The partners will not only generate communication contents through the project activities, they will also be aware of the importance of using all communication materials in the best way and of supporting the communication activities, through a constant and active involvement, in order to guarantee the necessary multiplying effect.

The CDS is an ambitious multi-channel approach that will effectively address different target groups of the project by using several tools specifically chosen according to the content and receiver of the messages.

Main Supporting Documents

- Project Description of Action.
- Grant Agreement reference articles.
- Project kick-off meeting presentation.
- Project conference calls and minutes.
- Relevant European Commission guidelines and documentation.

2.3 Objectives

Overall communication objective

The primary objective of the communication and dissemination activities is the timely provision of appropriate and reliable information to all interested groups about the RoboSTEAM scope and expected results to facilitate a proper exploitation at the end of the project. The consortium wants to ensure that its targeted audience is aware of the project motivation, methodology, the expected impacts and benefits. As a result, it is

critical to utilise a tailored dissemination strategy that specifically targets all potential interest groups, including researchers, policy officials and decision-makers.

In order to communicate effectively, the target groups listed below will be approached. Further groups might be identified during the project.

- Students.
- Teachers.
- Schools.
- Research Centres and Universities, Researchers and professors, Research Projects.
- Industry Stakeholders.
- Associations.
- Media (Mass & small / International & Local / Media & Individual Journalists).

Audiences will be mainly teachers and students who have a stake in the action or are affected by it.

Specific objectives are:

- Promote the action and its results, by providing targeted information to multiple audiences including the defined stakeholders as well as the media and the public in a strategic and effective manner.
- Approach the different defined stakeholders and target groups, from research and academics, institutions at local, national and European level, practitioners, enterprises, media and general public.
- Communicate the research in the best way towards the different target groups, and specially make efforts to make it understandable for non-specialist, the media and the public when this will be required.
- Address the "public policy perspective" by the communication activities.
- Keep the communication measures proportionate to the scale of the action, choosing pertinent messages as requested because of the sensitivity of the project topics,

avoid communication risks without affecting the rest of the communication objectives.

- Develop a number of tools and make them available for project partners in order to achieve a common, clear and organized communication using the right medium and means.

The CDS has been developed to ensure the whole consortium is acting in concert and to make use of the available resources most efficiently.

2.4 Communication Tools and Activities

The communication of the project outcomes will be done through the project website, project newsletters, factsheets, and social media presence. Furthermore, the outcomes will be presented to the scientific community at international conferences and through publications. In order to push the communication and dissemination of the RoboSTEAM tools and materials, project outcomes will also be provided during project pilot actions.

2.4.1. Identity: Logo, image and design

The RoboSTEAM project has built a strong project identity by a collaborative collection of ideas among all project partners. The RoboSTEAM logo will be used as the general identity for all project communication and dissemination materials, products, and deliverables. This identity will always include the European Commission logo stating that the project receives funds from the Erasmus+ programme. The use of the EC emblem for communication as well as for dissemination materials will be done according to the grant agreement and the EC documents. The use of partners logos is as well defined and will be done according to the project identity.

The RoboSTEAM identity was presented among partners and will be used to create templates for all communication tools and activities, including websites, newsletters, factsheets, publications, as well as leaflets, brochures and event materials. Other design and communication elements will be used to strengthen the project uniformity and identity and to deliver clear messages to our audience: RoboSTEAM naming, logo, templates for presentations, reports and letters, project factsheet, project posters and the overall promotion package including posters and shareable digital snippets, banners and badges for different purposes.

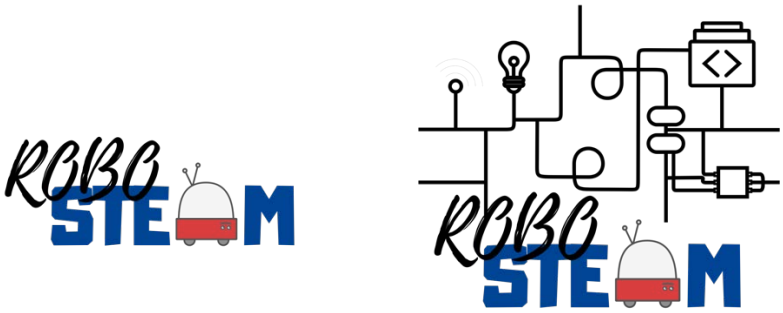

Figure 1: Project logo and identity for different purposes

2.4.2. Presentation template

A project presentation template has been created in order to give the required tools to project partners for presenting project outcomes in congresses, seminars or other events. It is available for all partners that can use it in English or translate it in their local languages when attending an event. Furthermore, the template is available in standard and widescreen format.

2.4.3. Website

The project website (http://robosteamproject.eu) contains information on the aims, objectives, consortium, work processes and the current state of the RoboSTEAM project. It provides information for all interested parties and the general public. The project website is online since February 2019. The website contains a subscription for the newsletters as well as links to the project social media channels such as Twitter and Facebook. The website is regularly updated with the latest activities and information from partners.

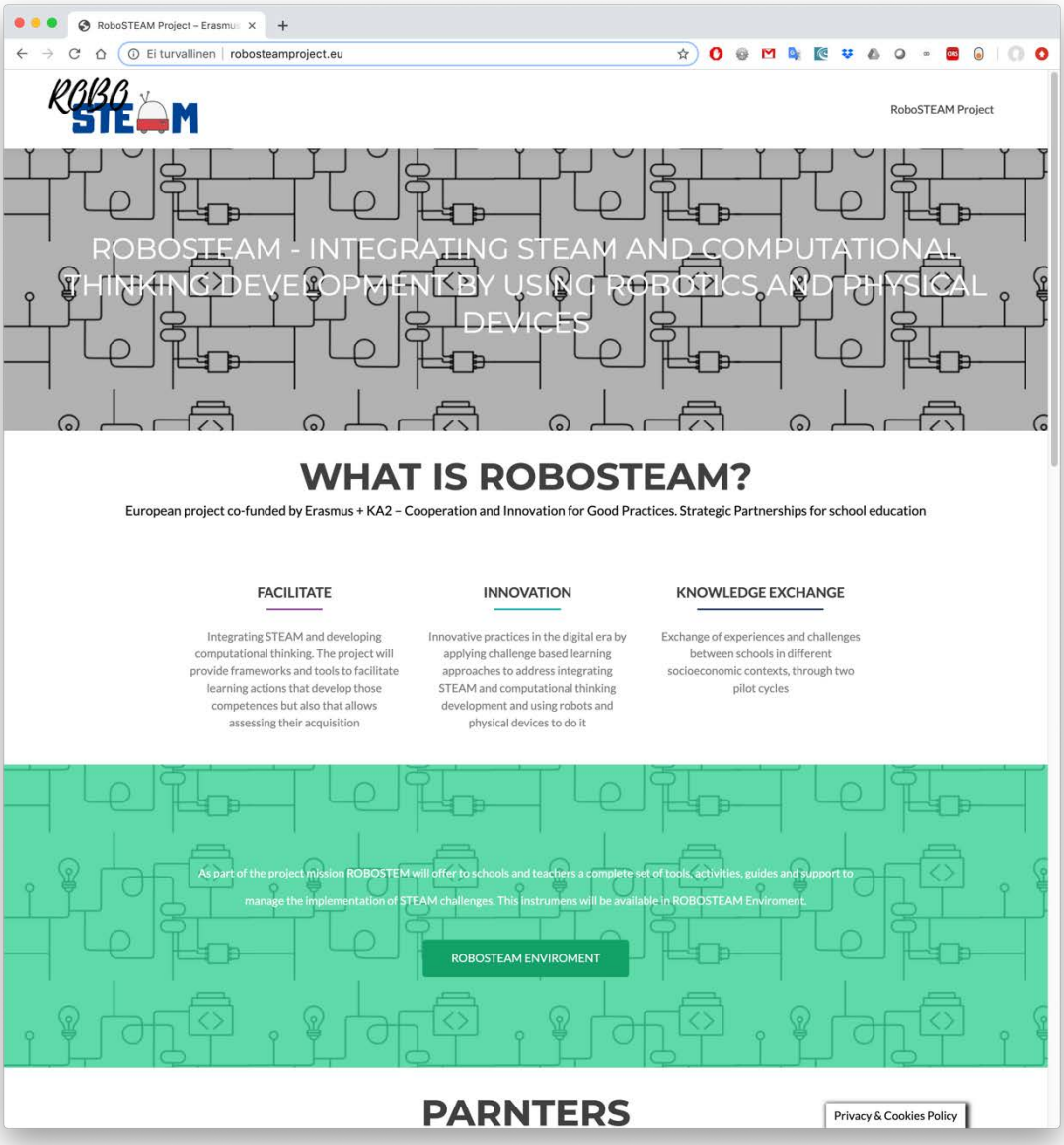

Figure 2: Website Screenshot

2.4.4. Mailing and communication e-mail

To get an efficient and effective email communication process, a specific project communication email account (robosteam@unileon.es) was created. This account will receive the communication contacts and requests from different stakeholders as well as media and will be used for the social networks. This account will allow sending communication emails, newsletters, publications, media releases and news. The account will be used to properly manage different mailing lists, automated messages, and targeted campaigns.

2.4.5. Social networks

The strong potential of social media for the project to reach relevant and interested stakeholders will be realised by setting up the most relevant channels, e.g. Twitter and Facebook, and distributing content. To guarantee an adequate approach, Social Networks will be created gradually and managed to approach the specific target groups according to their uses and user profiles. Accounts will be created strategically in order to have them available when their main use is required and to avoid dead social media channels.

For the early stages of the project, the Twitter account @RoboSTEAM_EU (https://twitter.com/RoboSTEAM_EU) was created in order to increase presence and visibility of the project and as a first step to start to create community outreach towards the target groups of researchers, institutions and scholars. Facebook page will be created in order to reach out to the target community, which is well represented on this social media channel (such as schools, teachers and students).

The social media activity needs to be conducted on regular basis through writing new posts, sharing information and engage with other institutions, organizations, and projects that are related to ours so that we build a community around RoboSTEAM. In order to do so, all partners have to actively contribute to the so-called Communication Plan which allows to collect relevant content easily within the consortium. Partners should also retweet, share, reply, like and invite friends directly. All partners will support the content creation and be responsible for multiplying the RoboSTEAM presence by using their own social networks.

All partners are provided with a short guideline which should help them to improve the collective project communication using social media.

2.4.6. Scientific communication: Publications, papers, reports

Findings will be published in international journals, and in own edited volumes, if possible. This will be coordinated by UEF, with the participation of academic partners, which will be responsible for publishing at high impact conferences as well as journals. A documentation of the contributions to the scientific discourse will be delivered in a report at the end of the project. All scientific outputs are monitored in a structured list.

2.4.7. Events

The RoboSTEAM project will be promoted in different project related events conferences, panels, workshops, seminars and invited talks. Findings and deliverables, as well as technological solutions and tools, will be presented at specific forums and international conferences. Furthermore, decision makers and practitioners will also be made aware of the findings in conferences, workshops and symposia. The documentation of the contributions to the scientific discourse will be delivered at the end of the project and it will highlight their publications and conference presentations as well as their attendance of workshops and symposia at the intersection of research and practice.

PHOTOGRAPHS: Photographs should be taken to present the project to a broader audience (e.g. via social media), raise awareness for outcomes and actions of the project and to document the appearance of the project for internal project reporting and monitoring. Before taking any pictures and using them for the communication channels, we need to make sure that the persons captured agree that we use them for publicity purposes. Special attention should also be dedicated to pictures that capture persons in need of protection, e.g. children need the consent of the parents. Alternatively, the photos could be taken in such a way that the people captured cannot be identified. Moreover, when working with other organizations during joint events, and using materials produced by them, copyright issues will be thoroughly discussed and clarified. The photos chosen should illustrate the results and impact of the action in the best way.

VIDEOS: small video clips can be produced very simply and streamed live or displayed in the social media accounts, as well as in the project website at a later stage. Similar to photographs partners have to ensure that captured people give their consent before materials are used for publicity purposes.

2.4.8. Communication and dissemination follow-up

Dissemination and communication actions will be discussed consequently in regular conference calls. Moreover, in these calls possible modifications or suggestions will be discussed for improving the communication and dissemination strategy. However, in specific cases (e.g. preparation of an event) the entire consortium will be invited to attend and evaluate the communication and dissemination actions.

2.5 Performance Monitoring

To ensure the project is performing well according to its communication and dissemination actions a set of Key Performance Indicators (KPIs) related to the virtual and physical engagement and communication was established. The KPIs provide a measure for the project consortium to monitor the success of the project's engagement and communication strategies consequently. The following tables indicate main audiences to be targeted as well as main responsible partners for particular groups. Furthermore, quantitative KPIs were defined that show a minimum value as well as a target value that the project consortium seeks to reach.

Targeted audiences and responsible partners

Table 1: Targeted audiences and responsible partners

Activity	Description	Target Audience	Partners
Project Website	The project website will provide information on the project, its aim, progress, partners, event and deliverables. It will also include news on STEAM education in general and RoboSTEAM specifically through connected social media channels	Schools and after school groups from pilot sites, maker and educational robotics community, researchers, Scientific and academic community, general public	**University of León**
Project Identity	This includes the project logo, templates for reports, factsheets, presentations and posters as well as common social media items (i.e. Profile Picture)	All targeted groups	**University of León, UEF**
Public and Social Media	The project will have a strong social media networking presence initially through Twitter and Facebook and additionally through YouTube, and LinkedIn to further enhance scope and outreach	All targeted groups	**All partners**

Physical Events	This involves the presentation of the project and results at conferences, workshops, scientific events or educational fairs, as well as the RoboSTEAM events organized by the consortium towards the end of the project	Students and teachers from the pilot sites; schools, Scientific and academic community	**All partners**
Scientific Publications in Open Access Journals	In order to maximise the scientific impact of the RoboSTESM, the consortium will strive to publish their findings in peer-reviewed journals and conference series with Open Access	Scientific and academic community	**Academic partners**
	Active discussions with members of the scientific community through conference participation and organisation of workshops	Scientific and academic community, Teachers and educators	
Project's reports	Reports on the progress, development and implementation of the RooSTEAM project	EC, partners	**University of León**

Key Performance Indicators

Further KPIs might be added after the end of the first project period.

Table 2: Key Performance Indicators

Dissemination item		Description	Minimum	Target
Project Website		No. of Website Visits	3,000	10,000
Newsletter		No. of Newsletters	3	5
		No. of Newsletter Subscriptions	30	100
Social Media	**Twitter**	No. of Followers	100	250
		No. of Tweets	200	500
	Facebook	No. of Likes	100	300
		No. of Posts	150	250
		No. of Shares	30	80
	Youtube/ Instagram (if applicable)	No. of Visits/ Downloads	250	400
Publications/Papers/Reports/Proceedings		No. of Publications	4	6
Project presentations / Attendees at events		No. of Project Presentations at Events	4	8
		No. of Attendees at the Presentations (total)	300	>800
Media Presence		No. of Media Mentions (including Blogs)	10	30

3. ACKNOWLEDGEMENTS

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4. 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. New York, NY, USA: ACM, 2019, pp. 24-30.

[2] RoboSTEAM Consortium, "RoboSTEAM Project," presented at the RoboSTEAM Erasmus+ project Kick-Off, Bragança, Portugal, February 15-16, 2019, 2019. [Online]. Available: https://goo.gl/Ni43mK.