



D5.1. DISSEMINATION PLAN

Document Info	
Project reference	586297-EPP-1-2017-1-EL-EPPKA2-CBHE-JP
Deliverable / Task	D5.1
Dissemination level	Internal
Date	30.06.2018
Document version	0.8
Status	Draft
Authors	Hariklia Tsalapatras / Carlos Vaz de Carvalho
Reviewer	Siti Salwah Salim
Contributors	All partners
Approved by	Steering Committee

CONTENTS

INTRODUCTION.....	4
PROJECT SUMMARY	5
OBJECTIVES	5
TARGET GROUPS.....	6
CONSORTIUM.....	6
DISSEMINATION ACTIVITIES AND TOOLS	7
DISSEMINATION AND EXPLOITATION ACTIVITIES	7
DISSEMINATION AND EXPLOITATION TOOLS	9
SUCCESS INDICATORS.....	13
REPORTING OF ACTIVITIES	16

INTRODUCTION

Valorisation (dissemination and exploitation) activities are fundamental to maximise the impact of project actions and results by optimising their value, strengthening their impact, transferring to different contexts and using them in systems and practices at local, regional, national and European level.

The dissemination plan is a key element as the ultimate impact of the project relies, to a great extent, in the effectiveness of the valorisation strategy. An effective dissemination requires a precise match between the products, the target audiences, and the content, media, formats, and language used in delivering the products to those target audiences.

Developing a dissemination plan allows to more precisely define the target groups, to focus the valorisation products and to design adequate ways to convey information about the project and its products. Dissemination must be organized in such a way that the target audience becomes aware of the context that motivates the project and the challenges that have been identified. Also, it is expected that, by having such a planning of dissemination activities, it is possible to promote a two-way dialogue (feedback) with target users, not just a one-way flow of information. This involvement is expected throughout the project so as to promote the empowerment of all stakeholders, leading to a greater ownership of the outputs and ensuring sustainability beyond its lifetime.

At the same time, the dissemination plan makes all the partners involved in the dissemination process and motivates them to report frequently on the activities that take place. Finally, it allows establishing the basis (success indicators through measurable criteria) for an effective evaluation of those activities.

PROJECT SUMMARY

Active learning is a process whereby students engage in activities that promote higher order learning skills like analysis, synthesis, and evaluation. Project and Problem-based learning (both under the PBL acronym) are active and learner-centred methodologies in which students develop their ability to go through a problem solving process, usually based on real-life situations.

Several studies identified the benefits of PBL for engineering students: considerable improvements in critical, lateral and creative thinking, problem solving strategies, intrinsic motivation, group collaboration, communication skills, entrepreneurship and collaboration with society and regional development.

From an engineering perspective, the PBL approach should play an important role since most innovation and real-life problem solving is based on cross disciplinary, interdisciplinary and collaborative knowledge.

OBJECTIVES

The aim of the ALIEN (Active Learning in Engineering) project is to improve the quality of higher education by providing more motivating, stimulating and effective learning contexts that prepare students for their professional life by allowing them to actively develop the required competences.

ALIEN will design, implement and validate an Active Learning context based on PBL (Project/Problem) methodologies addressing real-life issues related to science, technology, engineering and math (STEM) concepts. The methodology will be supported by a VLE integrating a set of digital tools that will allow students to experiment, collaborate and communicate in an extended and multinational learning community that will also include other stakeholders like teachers and researchers.

TARGET GROUPS

The project mainly targets teachers and students from Higher Education in Engineering and Technical careers but also the organizations themselves, as there is the goal of changing the pedagogical methodologies as an institutional strategy.

1. Teachers from Higher Education in Engineering/Sciences/Technical faculties that will be able to apply the Active Learning methodology and the tools to be developed in the project
2. The students will benefit from a more motivating pedagogical context and will be more attracted to these subject areas
3. HEIs will benefit from adopting a more active pedagogical approach and will be able to attract more students, will establish closer links with the society and the labour market

CONSORTIUM

ALIEN consortium gathers higher education institutions with a focus on engineering and technological subjects. This way it is possible to identify needs and requirements related to teachers and students of these domain areas. This also means that the end-users are already in the consortium and can contribute to the activities and results throughout the project.

ALIEN consortium also includes researchers, experts and practitioners with complementary skills in Active Learning methodologies, Learning Technologies, Engineering Education, Serious Games and Simulations;

DISSEMINATION ACTIVITIES AND TOOLS

The ALIEN dissemination strategy adopts the following guidelines:

- Integrating dissemination activities in all the stages of the project life-cycle
- Implementing a consistent policy of dissemination of the project results to maximize impact
- Promoting the development of an online community of interest in this area
- Promoting the dissemination of the project to entities that have a major educational role: associations, regional / national / European and Asian authorities
- Promoting the multiplication of the results achieved in the project, either by widening the geographic scope of project and expanding to other knowledge areas.

DISSEMINATION AND EXPLOITATION ACTIVITIES

Dissemination and exploitation tasks are integrated in WP5. Most of the activities are directed to the main target groups (higher education teachers and students) but it is also expected to increase the impact by addressing entities that have a decision-making role on the replication of the pedagogical methodology. The project will also have a scientific concern and as such will be disseminated to researchers of learning technologies. The full list of planned tasks is as follows:

- T5.1. Design of the dissemination plan
- T5.2. Creation and maintenance of the public web site of the project
- T5.3. Creation and diffusion of printed publicity elements (flyers, brochures, etc.)
- T5.4. Creation and periodic delivery of a newsletter
- T5.5. Participation in conferences and events on active learning, engineering, etc.
- T5.6. Communication with the press at regional, European and Asian levels
- T5.7. Organization, promotion and hosting of the final conference of project
- T5.8. Contact with Education and Engineering Entities at National and Regional levels; Contact with engineering entities (IEEE, SEFI, FEANI, etc.)
- T5.9. Definition of a sustainability model for the exploitation of the project results, including IPR – Intellectual Property Rights licensing

Activities (Year 1)		Duration (weeks)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Task	Title													
T5.1.	Design of the dissemination plan	2			D5.1									
T5.2.	Development and maintenance of the public website and social media of the project	48			D5.2									
T5.3.	Production and diffusion of publicity materials	4												D5.4
Activities (Year 2)		Duration (weeks)	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24
Task	Title													
T5.2.	Maintenance of the public website and social media	52												
T5.3	Production and diffusion of publicity materials	52												D5.4
T5.4.	Creation and periodic delivery of a newsletter	1						D5.3.						
T5.5.	Participation in events	52			D5.5			D5.5			D5.5			D5.5
T5.6	Communication with the press	52	D5.5			D5.5			D5.5			D5.5		
Activities		Duration (weeks)	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
Task	Title													
T5.2.	Maintenance of the public website and social media	52												
T5.3	Production and diffusion of publicity materials	52												D5.4
T5.4.	Creation and periodic delivery of a newsletter	2							D5.3.					D5.3.
T5.5.	Participation in events	52			D5.5			D5.5			D5.5			D5.5
T5.6	Communication with the press	52	D5.5			D5.5			D5.5			D5.5		
T5.7.	Final conference of the project	16											D5.6	
T5.8	Direct contact with Education and Engineering Entities	52												D5.7
T5.9	Definition of a sustainability model	26												D5.7

DISSEMINATION AND EXPLOITATION TOOLS

The ALIEN project will explore all the possible dissemination and exploitation channels and tools. A few of these have already been identified but new channels might be incorporated in later stages.

IMAGE AND LOGO

The project image and logo defines graphically the project and its products. The project's logo will be created at the very beginning of the project.

WEBSITE AND SOCIAL MEDIA

The website is a powerful public tool for reaching target audience and promoting the project. The ALIEN project portal will promote project objectives, activities, and results. It will provide free access to all project outcomes, including PBL methodologies, reports, analyses, services, supporting content, publication material and more.

Social media pages of the project will be created in most used social networks and micro-blogging platforms (Facebook) and their posts will be embedded in the websites. Social media will be exploited on regular basis for dissemination of news and general information about the project. A link to the social media page of the project will be provided on the project portal.

All partners will contribute to the update of the website and social media pages of the project, providing news and articles.

Furthermore, all partners will be committed to translate and share project news and information through their own organizational online channels (e.g., websites, social media) for reaching a wider public also in the respective countries and languages.

NEWSLETTER

The knowledge and experience arising from the project can be made available to a wider audience through the publication of newsletters that will offer further information about the project to the stakeholders.

The newsletter will be made publicly available through the ALIEN project portal. It will further be distributed by email to members of the established professional and academic networks of the consortium partners.

The newsletter will be printable to hard copies, together with the project leaflet, and may be distributed at major events.

Four newsletters will be prepared with contents agreed and developed by all partners. Partners will translate the newsletter in their own language, to be sent to a national mailing list, created by exploiting ongoing contacts, networks and links they have and relevant for the project.

PRINTED MEDIA: LEAFLETS AND OTHER DOCUMENTS

Standard templates of presentations, leaflets and other documents will be prepared by UTH. All partners will contribute to produce the flyers in their own languages to inform all relevant target groups about the results and the deliverables of the project. Flyers will be distributed through all relevant channels to all stakeholders and target groups. Possible channels for the distribution of the flyers are seminars, conferences, meetings with stakeholders and other relevant events. These materials will be available in electronic format on-line on the project website, as well as in paper format, printed and distributed in events where partners will participate. Each partner will be responsible for printing the flyer to as many copies as needed to support the national dissemination activities.

NATIONAL AND INTERNATIONAL CONFERENCES AND WORKSHOPS

Conferences and workshops provide an excellent opportunity to specialists and non-specialists to meet each other, face-to-face, to debate and to exchange information. All partners will participate in conferences, meetings and events in their ongoing work.

An agreement document will be produced by the coordinator defining the rules for data ownership and authorship in relation to scientific and technical papers and presentations.

PRESS RELEASES AND MEDIA PRESENCE

National press releases prepared by the partners of the project in their own languages can be launched accompanying major public achievements of the project, like public workshops and exhibition events. With these press releases, the project will be known not only among stakeholders but also in the wider society in general.

Press releases will also be made available through the ALIEN project portal.

PRESENTATIONS TO SPECIFIC ORGANIZATIONS

Each partner will make presentations to the ALIEN direct stakeholders, namely higher education actors, to provide detailed information about the project products and attract organizations to use them.

The partners will exploit established periodical and ad hoc meetings (e.g., internal or external seminars, classes with university students, events with stakeholders, training courses, other projects' meetings) to present and disseminate the project, intermediate and final results to a heterogeneous audience of people.

NATIONAL EXPERTS AND ADVISORS

Each partner will establish a group made up of experts and advisors in the project's fields of activities. Their experience and comments will form important elements in the technical activities but can also be used for valorisation and dissemination purposes, and their involvement will contribute to the sustainability of the project. Each partner will produce a list of its strategic partners involved.

The consortium members will further inform educational and other authorities in their countries of project objectives, activities and outcomes at the regional and national level as opportunity arises.

FINAL CONFERENCE

The final conference will cover the results of the project and will be an occasion to establish further links and networks with other local and national initiatives tailoring direct care workers and secondary target groups. Public media will be invited as well, in order to add value to dissemination also for the general public.

SUCCESS INDICATORS

TOOLS AND DELIVERABLES	RESPONSIBLE	NUMBER OF EVENTS	EXPECTED IMPACT	MAIN TARGET GROUP
Dissemination plan (D5.1.)	UTH / IPP	1	50 persons	CONSORTIUM
Project website and social media (D5.2)	UTH / IPP / All partners	40 posts 40 tweets	10.000 unique visitors to the website 2.000 'likes' and/or followers in the social media pages.	ALL
Newsletter (D5.3)	UM / All partners	3	500 contacts in the mailing list	PROFESSORS / STUDENTS / RESEARCHERS / EDUCATIONAL ENTITIES / ENGINEERING ENTITIES / POLICY MAKERS
Project flyer including national versions (D5.4)	UTH / All partners	2 versions	5.000 downloads and/or paper distributions of	PROFESSORS / STUDENTS / RESEARCHERS / EDUCATIONAL ENTITIES / ENGINEERING ENTITIES /

			leaflets and brochures	POLICY MAKERS
Participation and article presentation in national and international events (D.5.5)	All partners	6 national events 6 international events	2.000 people overall	PROFESSORS / RESEARCHERS / EDUCATIONAL ENTITIES / ENGINEERING ENTITIES / POLICY MAKERS
Development of a press release with national versions (D.5.5)	All partners	6 press releases 6 appearances in public media	5.000 persons in the general public	GENERAL PUBLIC
Organization of specific presentations (D.5.5)	All partners	36 presentations	360 people overall	PROFESSORS / RESEARCHERS / EDUCATIONAL ENTITIES / ENGINEERING ENTITIES / POLICY MAKERS
Meetings with the experts and advisors	All partners	2 meetings	50 experts	PROFESSORS / RESEARCHERS /

(D5.5)		per country		EDUCATIONAL ENTITIES / ENGINEERING ENTITIES / POLICY MAKERS
Organization of final conference (D5.6)	IPP	1 event	150 people overall	PROFESSORS / RESEARCHERS / EDUCATIONAL ENTITIES / ENGINEERING ENTITIES / POLICY MAKERS
Sustainability plan (D5.7)	IPP / UTH	1 event	150 persons	PROFESSORS / RESEARCHERS / EDUCATIONAL ENTITIES / ENGINEERING ENTITIES / POLICY MAKERS

REPORTING OF ACTIVITIES

Partner	Country	Type of Activity	Description	Place	Date	Impact	Target group	Evidence



Co-funded by the
Erasmus+ Programme
of the European Union

This project is co-funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.