

Project title:

STEAME : Guidelines for Developing and Implementing STEAME Schools

Reference number: 2019-1-CY01-KA201-058240

Implementation period: November 2019 – October 2021

STEAME Dissemination Strategy & Plan

(updated: 19.11.2019)

The dissemination strategy will ensure that awareness about the results of the project is raised, multiply the effects and assist the sustainability of the project. At the same time, the project wants to use communication and dissemination to support the pilot activities through attracting participants to experience the prototype and provide their feedback.

Objectives:

1. Dissemination to create awareness: To inform people of the work of our project. This addresses those target audiences that do not require a detailed knowledge of the work but it is important for them to be aware of the project activities and outcomes.

Creating such an awareness on the results of the project will help the “word of mouth” type dissemination and assist the project team in building an identity and profile within the National and European community.

2. Dissemination to create understanding: This refers to a number of groups/audiences that the project needs to target directly through dissemination. This is because it is believed that they can benefit from what the project has to offer. It will be important, therefore, that these groups/audiences have a deeper understanding of the project.

3. Dissemination to stimulate action: Stimulating Action refers to an increased interest resulting from the research but also from the course development and communication generated by the project.

Indicative Target Groups in general for all partner countries:

- Students of age 12-18
- School teachers teaching pupils of age 12-18
- School heads and authorities
- Educational Researchers and Academics
- Applied Sciences Industry and Enterprises

- Policy makers at regional, national and European level as well as some national Ministry authorities
- STEM and STEAM practitioners
- Educational Journalists
- Related Associations and NGOs

A detailed dissemination plan is shown below for all project duration and it is agreed amongst all partners for cohesion reasons and maximum results, based on the following 3 chapters:

1. Dissemination on the organization level:

All partners will disseminate project information through their networks and related organizational events. These will be reported in a structured excel file with links to evidence.

2. Dissemination on the Regional and National level:

All partners involved will use their educational related project activities within their countries to disseminate results based on the project's target audiences.

3. Dissemination on the European level:

All partners will use their European educational networks to disseminate information.

Also, all partners can disseminate information at European conferences they regularly participate or on public papers on education.

Also, developed tools for this project shall be used for dissemination, the website and social media pages. Also, the press releases and final conference will be used to create further awareness and interest on the course, 4 newsletters, materials published, power point presentations etc.

Activities carried out in order to share the results of the project beyond the partnership?

As it has already been mentioned on the previous point, the dissemination will not only include the tools and actions that will be created for this project for dissemination purposes but will also use extensively the networks of all partners for achieving maximum dissemination results. The dissemination and exploitation strategy will include, among others the following:

- Project's website: will act as one of the main sources of information available to all the different categories of stakeholders and the first point of contact and ongoing communication mechanism with external audiences. The website will provide significant levels of interactivity in a consultative process, particularly with highly motivated, proactive stakeholders. Its contents will include: the training materials, guidebooks, an overview/description of the project, its purpose and goals, description and

contact details of the consortium partners, research results, events (e.g. meetings, training activities news, related links and a contact/queries form.

- Personal communications: One of the primary means of stakeholder outreach in STEAME will be by email. Email will function as one of the primary means of engaging stakeholders, particularly the highly critical and relevant groups.

- Local dissemination and round-table event to raise awareness are a means of developing national and international connections with all relevant stakeholders and engaging in a direct, face-to-face communications and discourse. The STEAME consortium will organize 1 such Multiplier event for each partner country. These events will provide the opportunity for different categories of stakeholder to engage with the consortium partners and discuss the project's methodologies. The events seek to stimulate an exchange of the project's conclusions and recommendations with stakeholders and promote interaction among different types of stakeholders, including policy-makers, academia, Educational Leaders and Educational Researchers and industry.

- Partners of the consortium will also participate in external conferences/ and seminars each, for presenting the project in order to increase visibility and sharing of results.

- Media communications and press releases: As part of its dissemination strategy, the partnership will prepare a project narrative and issue media communications and press releases of national media. In addition to English, press releases will be prepared in partner's languages for distribution to the media and other stakeholders on completion of specific project milestones and publication of Outputs. The consortium will attempt to develop Newsletters addressed to the target groups and stakeholders of the progress made and achievements and that will be used as a baseline for external communications by all partners.

- Online social networks are another dissemination tool/channel. The STEAME Partnership believes this is a good means of outreach to the public. STEAME results may be disseminated through popular social networks such as Facebook. Regular provision of updates on planned and completed activities of the project via the project's website, the partners' websites and the social media that each partner uses (social networks, blogs, social sharing websites, forums, etc.) will be pursued.

- A project visual identity includes the project logo and the project flyer, with information on the project, the partnership and the expected results and, finally, specific templates for the deliverables to provide uniformity. The flyers will be produced by the coordinator in English and by the rest of the partners in the consortium languages (Greek, Italian, Polish, Bulgarian).

- Registration at the EU dissemination platforms.

- Finally, the IPR agreement will also play an important role into the way each one of the partners and any interested stakeholder will refer to and make use of the project results. The IPR agreement will be reflected in the minutes of the kick-off project meeting.

- All Associate Partners of the project should be regularly informed of the development and results of the project and invited in Multiplier Events and Final Conference.

Responsibility for the dissemination activities within the partnership and resources.

All partners will be responsible for dissemination activities. Each partner organization has the necessary experience in implementing various kinds of European and national projects, and thus is able to provide the necessary conditions for the dissemination activities. To ensure European coverage of the project results dissemination activities will be carried out simultaneously by all partners. The contribution of all partners of the consortium is considered valuable and critical in reaching the dissemination goals. Each partner will undertake dissemination in their respective country and will contribute to the promotion of the project at national and European levels. Organizations will include project information on their websites, and profiles on social networks.

The dissemination plan will be developed by the coordinating organization and the partners' representative. The coordinating organization will have responsibility for updating this dissemination plan that will run throughout the whole project, covering each phase while creating interest for the upcoming steps. This plan will be a result of all partners' input based on the means they have available in terms of networks and the way dissemination is done most effectively in their countries. Once this plan is agreed and dissemination actions are created, (e.g. announcements, press releases etc) then each partner will be responsible for implementing the dissemination activities for their countries and for those activities that, through their networks, can reach additional European countries who are not part of this consortium.

Annexed to the strategy, the coordinating organization will also include all the appropriate mechanisms for measuring performance and the impact of the dissemination activity, such as questionnaires, participants' lists, database of target group, database of stakeholders and a monitoring tool for all awareness raising activities carried out at local, regional, national and European level. The partners will have the responsibility of updating all tools, depending upon each completed task and forward them to the lead partner of each project activity.

The coordinating organization will also gather and compile all feedback received by the partners. This will form the evidence for all dissemination events and activities the partners will have undertaken in the project.

The resources available will be the material such as announcements and press releases, the social media pages and the website that will be created for this project.

A final dissemination report will be compiled at the end of the project, with an analysis of all dissemination activities carried out within the partnership, the feedback received, the monitoring tool with all the activities and the supporting evidence.

Specific Actions and Expectations

Measures to ensure optimal use of the results:

- The STEAME Training Course to be developed by the project will support this.
- The STEAME Observatory
- The STEAME Journal for School students
- The established EUROMATH & EUROSCIENCE cycle of conferences will incorporate sessions

on STEAME model and organize application simulations.

- Dissemination to Math Societies in Europe, Kangourou Competition organizers from 70+ countries, IMO members from 100+ countries.
- The National Agencies will be informed and asked to disseminate the activities to their countries' schools.
- Social Media will be popularizing the activities and outcomes.
- The Education Committee of the European Mathematical Society will promote the results as the idea was initiated by members of this committee.
- announcing the aims of the project to all Ministries of Education in Europe inviting them to send a representative to the project final conference
- Utilize the large group of associate partners to promote the tools and outputs of the project.
- Promote to Industry registries and Chamber of Commerce in several European Countries
- Create a Thematic Group on Messenger
- Organization and announcement of related competitions.
- Present and discuss the project in radio or TV programmes.
- Course promotion on EPALE Course Base for teachers and other sites.

List of Associate partners that will be kept informed on the developments of the project.

1. Municipality of Paphos, Cyprus (policy and social contribution)
2. Beer-Sheba Education College, Israel (pedagogy)
3. CARASSO Science Park, Israel (STEAM activities)
4. Engino Robotics (STEAM platform)
5. EUROTRAINING, Greece (training)
6. DLearn, Milan, Italy (Digital Learning)
7. THALES Foundation, Cyprus (STEAM activities)
8. European Association of Career Guidance, Cyprus (L-Cloud project coordinator)
9. "St. Cyril and Methodius" University, Skopje, North Macedonia (STEAM expertise)
10. Vuzf Universty, Sofia, Bulgaria (Entrepreneurship expertise)
11. Lebanese Development Network (LDN), Lebanon (Entrepreneurship expertise)
12. VHS Education Institute, Germany (education gaming and training expertise)
13. Transformify (Empower Diversity Recruitment- Digital Skills and Jobs Coalition)