# Deliverable 7.1
## Dissemination and Communication Plan

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Executive Summary

The aim of this deliverable is to address how iMuSciCA will handle the various issues related to the dissemination and communication of the project. The dissemination and communication plan outlines the tools adopted for the same, along with actions to address any issues relating to the educational community (both learners and teachers), the scientific community, industry and the general public.
## Version Log

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<td>PU</td>
<td>Public Report</td>
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<td>EU</td>
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<td>Small Medium Empresa</td>
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<td>IRCAM</td>
<td>INSTITUT DE RECHERCHE ET DE COORDINATION ACOUSTIQUE MUSIQUE</td>
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1. Introduction

Implementation and monitoring of a solid dissemination and communication plan, ensures that planned actions will maximize project impact and increase KPI achieved values, not only during the course of the project but also after project completion. To this end project sustainability and maximised impact will be iMuSciCA’s strongest outcome.

KPIs relating to dissemination and communication activities, will be regularly measured and reported in the iMuSciCA periodic progress and consolidated reports (deliverables of WP1-Management). Reference to Open Research Data is discussed to deliverable D1.9-Data Management Plan, along with its regular update during the lifespan of the project. Finally the management of knowledge IPR is covered by the Grant Agreement and the Consortium Agreement.

The iMuSciCA consortium has devised a dissemination and communication plan that covers actions to:

- increase teachers’ community awareness;
- engage students in exploring and benefitting from the iMuSciCA workbench;
- disseminate iMuSciCA results targeting the scientific community;
- disseminate iMuSciCA results targeting the Industry;
- increase general public awareness.

In addition to these activities, iMuSciCA’s dissemination material will also be distributed at various events (conferences, trade-shows, press conferences) the partners participate in or via partners’ distribution channels. Dissemination will be also achieved via sought collaborations with existing EU networks and projects, such as the Open Discovery Space, Scientix15, CREATIONS or OSOS.

In Section 2, the planned dissemination and communication tools are presented, in Section 3 dissemination and communication is discussed through the SMEs participating in the consortium distribution channels, while the foreseen (however not limited to) dissemination and communication events to be addressed by iMuSciCA partners are discussed in Section 4, covering the both the scientific and educational community, but also targeting the industry and the general public.

2. Dissemination and Communication Tools

The targeted iMuSciCA dissemination and communication tools comprise:

- website, blog (see list items below: 1,2)
- social media (twitter, youtube video channels)
- project flyers and quarterly newsletter
- publications of scientific and technical in conferences, workshops and journals
- demonstrators and videos available online showcasing project results
- project presentation/booth in trade-shows and conferences
- special attention to the communities of users (educators, teachers, learners)
• educative marketplaces provided by some platforms (https://moodle.org/plugins/, https://www.eduappcenter.com/, etc.)

More specifically, the following have already been achieved (or their organization is already launched while the respective details will be reported in the numerous progress reports):

1. iMuSciCA ‘corporate identity’ including project logo, formats and standards for presentations;
   Available at https://drive.google.com/file/d/0Bx4whXOlnaAMMMMGpkOHREaDVHa0k/view?usp=sharing

2. Comprehensive www facility as information and communication backbone available at: http://www.imuscica.eu/
   The project web site contains news on the project such as a description, the objectives, the work package structure, the timeline (all accessible from the menu “Project”), the institutions and companies behind the project (accessible from the menu “Consortium”), project news.

The landing page also presents a blog and a social network section to show how dynamic and trustworthy the project and the website are.
Especially as regards dissemination and communication the site is regularly updated.

The website serves three purposes:
- notoriety: it allows to make the project known and to generate contacts;
- it is a source of information for the Internet user.
- it will also used once iMuSciCA is marketed: it will be a commercial support.

3. Customized webpages, flyers, brochures and posters (to be distributed at project related events)
A comprehensive project flyer can be found at https://drive.google.com/file/d/0BwhhikXMHQ6laml81ejhBMUU2SE0/view
A French version of the flyer has also been done for dissemination in France;
UCLL created an iMuSciCA webpage on their platform ‘Vakdidactiek.be’ that teachers visit in search for professionel development: http://www.vakdidactiek.be/iMuSciCA_a_STEAM_Pedagogy

4. Standard press kit including customized information material for the stakeholders and the general public.
By autumn 2017, and prior to piloting such dissemination and communication material will be available and distributed.

5. Press releases at every project milestone or relevant event customized for the public addressed
6. Publish research results in newspapers to create awareness of the work and increase publicity to the project

7. iMuSciCA blog for community of developer and users

iMuSciCA blog is accessible from http://www.imuscica.eu/ and provides several advantages:
- it improves the image of the project by drafting quality content and thereby distinguishes iMuSciCA project from a potential competition;
- it communicates on the project and updates, thus making the site dynamic;
- the content created demonstrates the expertise of the consortium in the field of digital education and helps legitimize the project by creating a relationship of trust between the users and the iMuSciCA project;
- each article is broadcasted on the social networks of the project and also on the social networks of the partners: this allows to engage the community around the project and to generate traffic to the website (thus increasing its referencing).

8. YouTube channel for disseminating videos and presentations
A Twitter account and a YouTube channel have been created. These social networks provide users proximity and engagement. Their objectives are to grow iMuSciCA’s notoriety and to encourage users to have interactions with the consortium. Twitter and YouTube accounts are linked between them and also linked to the iMuSciCA’s website: YouTube channel allows publishing videos which would be used on some Twitter publications and would automatically appear on the iMuSciCA’s website.

3. Through Distribution Channels

The iMuSciCA outputs will be also disseminated through Distribution Channels.

In adherence to the IPR framework agreed-on by the consortium and aiming to fully exploit the significant potential of iMuSciCA outcomes, CABRI will engage all available distribution channels in this effort. To this end, CABRI, LEOPOLY and WIRIS will follow the usual process of informing the market of new product developments, through their local and international sales and marketing teams, as well as their elaborate network of local partners/agents, and, finally, participation in major industry events. Continuing this expansion, CABRI, WIRIS and LEOPOLY are targeting several new markets. Local partners usually contribute to the sales process with market knowledge, as most of them lack the capabilities to provide advanced learning systems themselves. They can act as excellent entry points into a market, promoting the products to local users (schools, teachers, students).

In addition, CABRI, LEOPOLY and WIRIS and the consortium in general will participate in industry events and publish in industry journals announcing the results of iMuSciCA in collaboration with other partners. The consortium as a whole will also disseminate outcomes of the iMuSciCA project in both research and education communities. This includes, but it is not limited to, contributing to the project website, publishing on peer review conferences and journals (preferably open source), disseminating project results in booths at conferences and trade-shows on learning technologies.
participating in EU dissemination events, publishing the scientific results in newsletters, exploiting social media under various media formats, presenting the project activities in magazines and press releases, and informing policy makers. Meetings with the targeted multi-sided community will be also organized to spread the words to not only researchers but also final end-users (teachers, parents, students) to inform them on how technology can be beneficial for young learners.

The iMuSciCA product is based on a Web solution. The main distribution channel will be Internet itself which ensures a global coverage. The solution will be accessible through a Web site with a single public URL. The services will be distributed from servers in Europe but we do not discard offering a solution distributed globally in other continents (the URL will be the same).

WIRIS will publish the iMuSciCA solution to any existing educative marketplace. Some educative platforms have a list of available plugins/extensions. For example, https://moodle.org/plugins/ or https://www.eduappcenter.com/.

CABRI has been systematically presenting iMuSciCA to all its partners, to the EdTech ecosystem and to potential industrials since the beginning of the project, in order to create awareness of a future iMuSciCA solution when it will be ready to market, in both face-to-face and distant meetings. Besides its dissemination aspect, the effort has helped so far to learn from the market since day zero, while the solution is still under development and in pilot testing. The gathered market data will serve to inform the decisions on development directions made during the whole project.

LEOPOLY will make it easy for users to create, customize, share, import, and export 3D files and digital objects within seconds even in a Web browser. These virtual instruments and 3D designer tools that will be available in the iMuSciCA products, will be accessible through on LEOPOLY Website with a single public URL at leopoly.com. Own solutions and 3D Design instrument applications will be available in the whole European Union, but also -due to LEOPOLY’s worldwide contribution-worldwide accessibility can be hence guaranteed.

4. Dissemination and Communication Events

iMuSciCa solutions are to be considered part of the so called EdTech market. Educational technology, often referred to as “EdTech”, is the study and practice of designing effective instruction using technology, media, and learning theory. The EdTech industry has grown by 503% between 2010 and 2014, and set to attract an estimated $252 billion in investment by 2020.

Due to the size of the market there is good and growing number of conferences and fairs serving this market. The following dissemination & communication activities are foreseen as target events for iMuSciCA.

4.1. Conferences and events targeting the Scientific Community

The list that follows includes, but is not limited to, the events targeted by iMuSciCA for dissemination of achievements towards the scientific community:

● Nime.org
4.2. Conferences and events targeting the Educational Community

- A booth with dissemination material and live demonstration of the capabilities of the iMuSciCA workbench at a major conference on learning technologies (e.g., BETT - UK, Didacta - Germany, EduSpot - France, ISTE - US, CICA, Colombia, Eden Open Classroom13, Inspiring Science Education14, CabriWorld or IberoCabri) is also a targeted activity.

Actions to increase teachers’ community awareness

- A teacher's workshop/evaluation campaign using the iMuSciCA demonstrator activities from the project will be organized by the research partners (EA) around August 2018 (month 20 of the project) of iMuSciCA to increase awareness in the STEAM teacher community. The goal here is to disseminate project results towards the user community, as well as, stimulate innovative pedagogical approaches in STEAM learning. The evaluation campaign will be organized as a special track of existing evaluation campaign.

- EA is also determined to exploit opportunities for expanding project’s activities by building a teachers’ community through specialized educational social-media networks such as the Open Discovery Space (ODS). Except from the ODS network, EA is also involved in major Support and Coordination action (CSA) projects such as CREATIONS (Project ID: 665917) and OSOS (Project ID: 741572). By organizing workshops for teachers as part of “Developing an Engaging Science Classroom” which is the main aim of CREATIONS, and of “developing schools as incubators of exploration and invention” which is the aim of OSOS, iMuSciCA will take advantage of every dissemination feature that these projects have to offer.

- Organization of teacher professional development courses on iMuSciCA in Belgium by UCLL in October 2017 and February 2018

- Organisation of an iMuSciCA info day at the UCLL campus to inform directly the schools on iMuSciCA (2017)

Actions to engage students in exploring and benefitting from the iMuSciCA workbench

- A learners' summer camp will be organized by the research partners (EA) around August 2018 (month 20 of the project) of iMuSciCA as part of the evaluation initiative in realistic settings. Ellinogermaniki Agogi (EA) has rich experience in the coordination of research and demonstration projects focusing on teacher training and professional development and
since 2008 it has been organising successful international training courses for teachers, funded by the European Commission (up to 2013 by the LLP Comenius Programme and as of 2014 by the ERASMUS+ programme), focusing on innovative teaching practices and use of e-learning resources and tools in order to enhance the quality of teaching and learning in European schools. The main goal of this dissemination activity is to foster a user (teachers and students) community, encourage sharing of lesson plans and train teachers and students to use the tools of the workbench to develop new scenarios. EA will also collaborate with the Hellenic Mathematical Society in organizing workshops for teachers and students. These activities will take place in the framework of the “Mathematical year 2018” which is officially declared by the Ministry of Education.

- iMuSciCA activities will be also presented at Events targeting the General Public that also attract huge students’ attendance (see section below).
- Cabrilog plans to establish and to maintain a digital presence on social networks in order to be in contact with both teachers’ communities and students. To this end, it becomes necessary to set up a social media strategy based on two main webmarketing levels: community management (communication on social networks) and content marketing (creation of relevant and quality content such as photos, videos, infographics, etc.). In addition to social networks, the content will be relayed on the blog of the website.

4.3. Conferences and events targeting the Industry

- An industry day is planned around M24 of iMuSciCA. The event will be organized as a satellite event of a trade-show, like the BETT SHOW or during one of the annual events.
- Specialized events that are targeted to the interest groups working in the field of music-technology-education such as Hackathons e.g. [http://music-hackathons.org/](http://music-hackathons.org/), etc.
- EdTech market is expecting investment rounds in the coming years. There are industry meetings, very much focused on start-ups and investment processes, happening in Europe. We will participate in EdTechXEurope ([http://edtechxeurope.com/](http://edtechxeurope.com/)) and other similar events that bring together executive level investors, innovators and industry influencers from European and international education companies.

4.4. Events targeting the General Public

The following events attract national and European publicity and large numbers of visitors, and thus compile a list of iMuSciCA dissemination targets. The consortium plans to launch dissemination activities in these and other similar events via presentations, demonstrations, delivered talks etc.

- Athens Science Festival / Thessaloniki Science Festival (Greece) / Thessaloniki International Fair (for both the general public and the industry) (Greece)
- Researchers Nights throughout Europe (2017, 2018, 2019)
- Day of Science (Nov. 2017)
- Maker Faire (2018, 2019)
- Musikmesse (2018)