



Interactive Music Science Collaborative Activities
 Team Teaching for STEAM Education

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 identification of different stakeholders and the respective strategy devised, the different communication and dissemination tools adopted, along with specific actions foreseen to address any issues relating to the educational community (both learners and teachers), the scientific community, industry and the general public.

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LIST OF ABBREVIATIONS

Abbreviation	Description
PU	Public Report
EU	European Union
WP	Work Package
DoA	Description of Action
KPI	Key Performance Indicator
ORD	Open Research Data
IPR	Intellectual Property Rights
SME	Small Medium Enterprise
ATHENA	ATHENA RESEARCH AND INNOVATION CENTER IN INFORMATION COMMUNICATION & KNOWLEDGE TECHNOLOGIES
UCLL	UC LIMBURG
EA	ELLINOGERMANIKI AGOGI SCHOLI PANAGEA SAVVA AE
IRCAM	INSTITUT DE RECHERCHE ET DE COORDINATION ACOUSTIQUE MUSIQUE
LEOPOLY	3D FOR ALL SZAMITASTECHNIKAI FEJLESZTO KFT
CABRI	Cabrilog SAS
WIRIS	MATHS FOR MORE SL
UNIFRI	UNIVERSITE DE FRIBOURG

1. Introduction

Implementation and monitoring of a solid dissemination and communication plan ensure 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 in deliverable D1.9-Data Management Plan, along with its regular updates 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 stakeholders' identification and related strategy, tools to serve this strategy, and specific actions and/or targetted events to:

- increase teacher community's awareness of iMuSciCA;
- engage students in exploring and benefitting from the iMuSciCA learning environment;
- disseminate iMuSciCA's results to the scientific community;
- disseminate iMuSciCA's results to industry;
- increase general public awareness;
- communicate iMuSciCA's outputs to other identified stakeholders.

In addition to these activities, iMuSciCA's dissemination material will also be distributed in various events (conferences, trade-shows, press conferences) in which the partners participate, 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, Scientix, CREATIONS and OSOS.

In Section 2, the planned dissemination and communication strategy is presented; in Section 3 the foreseen tools to accomplish this strategy are briefly described; Section 4 discusses the project's dissemination and communication through the consortium distribution channels; while the foreseen (however not only) dissemination and communication events to be addressed by iMuSciCA partners are discussed in Section 5, targeting both the scientific and educational community, and also industry and the general public.

2. Dissemination and Communication Strategy

iMuSciCA has identified different stakeholders with interest in the project results, major categories being researchers, teachers, schools, informal learning centres (cultural institutions inclusive), and policy makers, and has devised specific strategies to be followed in each case, in order to ensure timely, continuous and effective communication of project results as well as an increase public's

awareness of them.

The following table presents the different categories of stakeholders identified, as well as the respective strategy, to be followed.

Stakeholder	Strategy: to performs actions of the type listed below, exploiting the dissemination and communication tools and policies of Sections 3-5.
<p>1. Policy makers e.g. Ministries of Education, Education Policy Institutes etc.</p>	<p>1.0 Identification of bodies of policy makers (not only in the countries of the consortium partners but also in other EU countries that have already adopted STEAM or project-based learning approaches) 1.1 Communicate iMuSciCA's activities and regular updates on the project's achievements (e.g. through dissemination actions targeting Ministries of Education and list of schools per country, exploiting customised audience newsletters or presentation events, etc.) 1.2 Organize meetings and/or participate in related events in order to further disseminate/communicate iMuSciCA 1.3 Collaborate with other EU STEAM projects to increase impact.</p>
<p>2. Teacher communities</p>	<p>2.0. Identify schools and teachers willing to adopt STEAM learning 2.1 Build a community in Open Discovery Space, e.g. http://www.opendiscoveryspace.eu/el/community/global-science-opera-real-time-835933) and promote iMuSciCA through other Science Education initiatives and platforms for teachers, e.g. http://www.scientix.eu/ 2.2 Identify specific centres of interest in STEAM education in Europe and approach them as in 1.1 or 1.2. 2.3 Organize a teacher training summer school during the life-span of the project and examine measures for making this sustainable after the end of the project.</p>
<p>3. Informal learning centres (libraries, cultural institutions, museums, science centres)</p>	<p>3.0 Identification of specific centres of interest in Europe and approach them as in 1.1 or 1.2. (e.g. the Onassis Cultural Centre, Athens, Greece) 3.1 Actions that address the general public.</p>
<p>4. Individual families/parents</p>	<p>4.0 Use a hybrid approach that also includes actions relating to teachers; communities and the informal learning centres as follows: 4.1 Actions that address the general public 4.2 Actions targeting teachers' communities 4.3 Actions targeting informal learning centres</p>

5. Organizations that promote innovative solutions/approach, such as STEAM	5.0 Identify such organizations (e.g. Leap innovations http://em.edsurge.com/yk4LsHAX0t01OFg0cQ00020) and devise a way for communicating project's results (can be also part of the exploitation plan).
6. Other collaborative actions	6.1. To participate in H2020 participatory meetings e.g. projects in the field of Digital Learning. 6.2 To register the project in communities e.g. http://www.scientix.eu/projects/submit-project : 6.3 To seek collaboration with other EU funded research projects.
7. Scientific Community	7.1 Participation in conferences and publications in journals involving either or both the technological and the pedagogical R&D aspects of the project
8. General Public	8.1 Participation to events that promote technology and science education to the general public, e.g. Researchers' Night (for an indicative list of targeted events see Section 5).

3. Dissemination and Communication Tools

The targeted iMuSciCA dissemination and communication tools comprise:

- website, blog (see list items below: 1 and 2)
- social media (twitter, youtube video channels)
- project flyers and quarterly newsletter
- publications in scientific and technical conferences, workshops and journals
- demonstrators and videos available online showcasing project results
- project presentation/booth in trade-shows and conferences
- education 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 and their respective details will be reported in the appropriate progress reports):

1. iMuSciCA 'corporate identity' including project logo, formats and standards for presentations;

Available at

<https://drive.google.com/file/d/0Bx4whXOlnaMMMGpkOHREaDVHa0k/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, project deliverables, the timeline (all accessible from the menu "Project"), the

institutions and companies behind the project (accessible from the menu “Consortium”), project news.



Project Consortium Communities & Networks Media Center Events How can we help?



The iMuSciCa project

Problem-solving is one of the key skills for the 21st-century job market. STEM (Science, Technology, Engineering and Mathematics) teaching rely on the left half of the brain and thus is logic driven. Artistic activities, which uses the right side of the brain fosters creative problem-solving. STEM education is necessary but it is **not sufficient**:

Youngsters need STEAM (Science, Arts, Technology, Engineering and Mathematics) education to get ready for their future.

iMuSciCa is a **pioneering approach using music for fostering creativity and deeper learning**, thereby setting new grounds in the European STEAM curricula.

Our Latest Blog Post

22 FEB iMuSciCa workbench real-time beat tracking algorithm demonstrated @mindtlab



Athena's team participated at mind the lab event that took place on February 3, 2017 at the Doukiss Plakentias metro station. They presented of the iMuSciCa workbench real-time beat tracking algorithm embedded on a NAG dancer. (photos, videos) The algorithm was submitted to the IEEE Signal Processing Cup 2017 (video) performed in the top-third.

15 NOV iMuSciCa project presented at the Open Schools for Open Societies Conference 2016

The iMuSciCa project presented at opening session of the Open Schools for Open Societies Conference 2016 on 4 November 2016 in Athens, Greece. The Open Schools for Open Societies Conference 2016 is organized by Ellinogermanski Agogi, EDEA, and the Greek Institute for Education Policy.

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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 be used once iMuSciCA is marketed: it will provide commercial support.

3. Customized webpages, flyers, brochures and posters (to be distributed at project related events)

A comprehensive project flyer can be found at

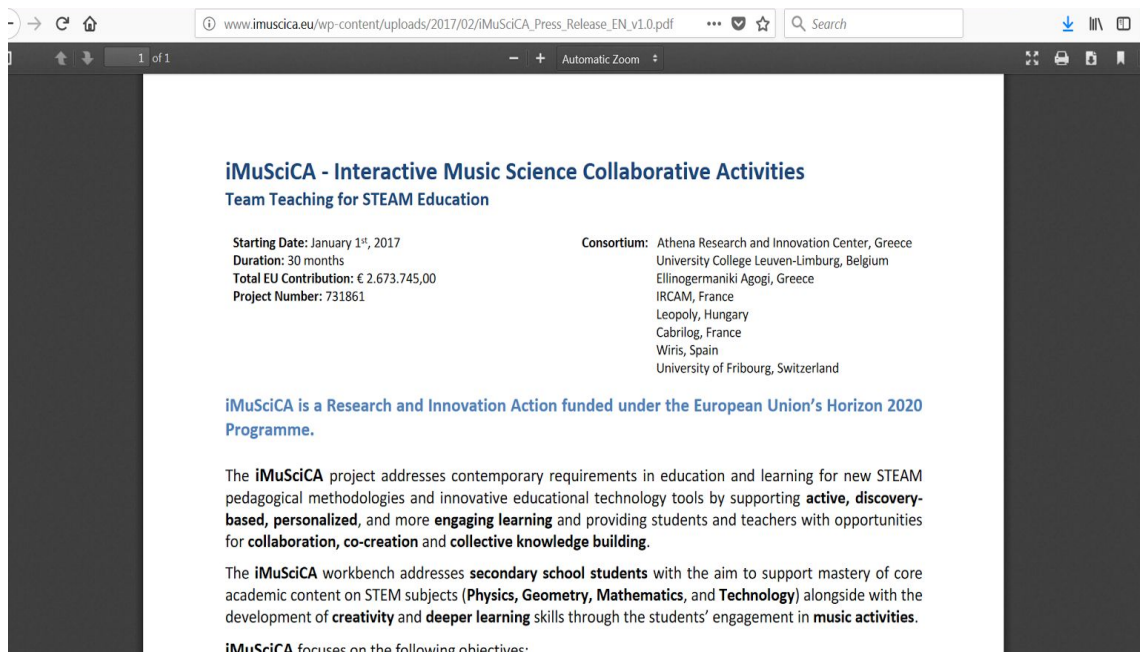
<https://drive.google.com/file/d/0BwhhikXMHQ6Iam81ejhBMUU2SE0/view>

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 professional development: http://www.vakdidactiek.be/iMuSciCA_a_STEAM_Pedagogy

4. Standard press kit including customized information material for the stakeholders and the general public.

5. Press releases at every project milestone or relevant event customized for the audience addressed
 Project sample press releases are available at http://www.imuscica.eu/wp-content/uploads/2017/02/iMuSciCA_Press_Release_EN_v1.0.pdf
 (in the different languages of the countries participating in the consortium).



6. Publish research results in newspapers to create awareness of the work and increase publicity to the project

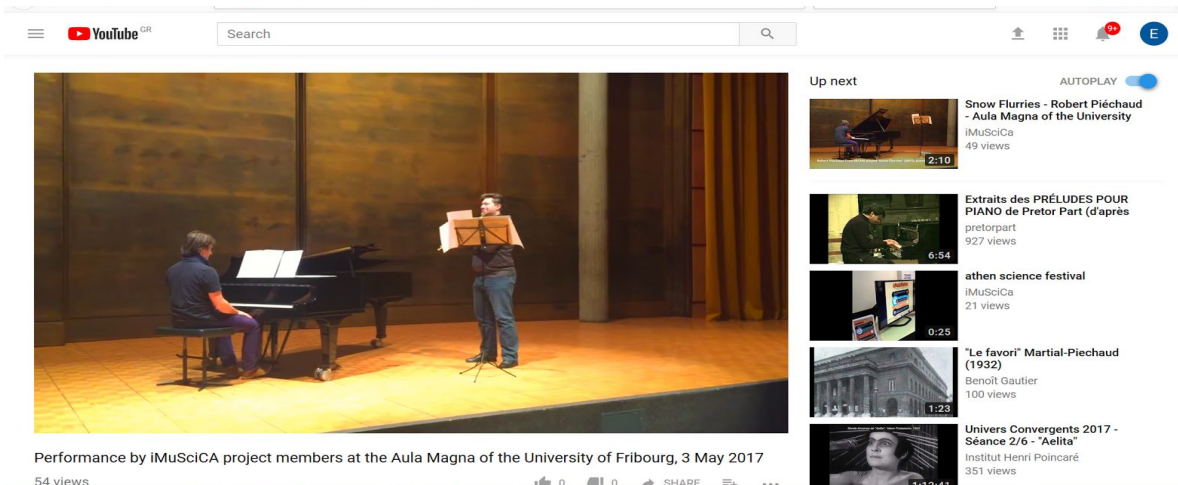


7. iMuSciCA blog for community of developers and users

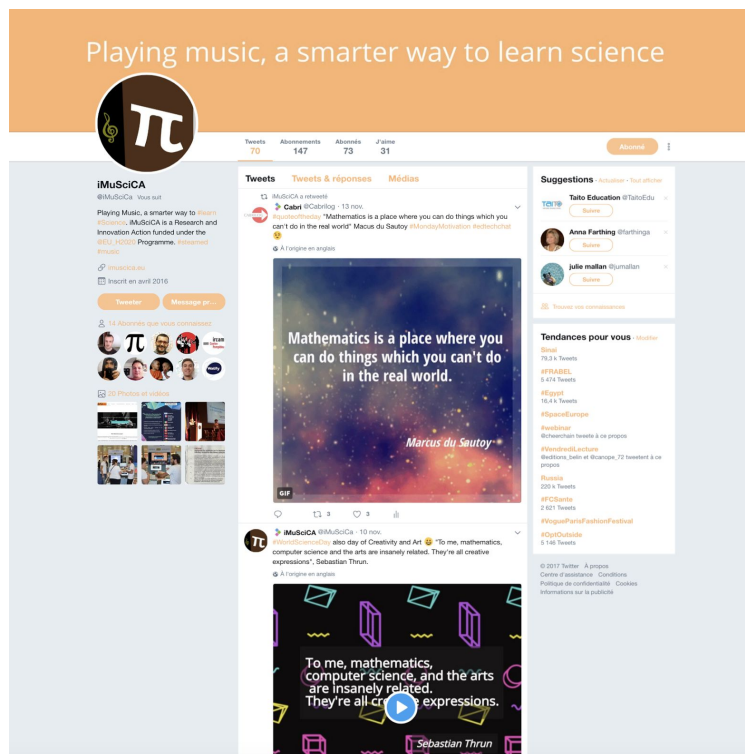
iMuSciCA blog is accessible from <http://www.imuscica.eu/> and provides several advantages:

- it improves the image of the project by drafting quality content and thereby distinguishes iMuSciCA project from a potential competition;
- it communicates the project and its 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 (<https://www.youtube.com/channel/UChnK0jj4Qy2M3Wo188GoWuA>) for disseminating videos and presentations.



9. Twitter account (<https://twitter.com/iMuSciCa?lang=en>) for communicating events and activities.



These social networks aim to increase users' interest and promote their engagement. The objectives of these social media channels are to grow iMuSciCA's recognition 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.

4. Communication through Partners' Distribution Channels

The iMuSciCA outputs will be also disseminated through the partners' 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 is not limited to, contributing to the project website, publishing in 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 not only to researchers but also to 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 website 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. Beside 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.

5. 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.

5.1. 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
- Audiomostly.com
- Pattern Recognition conferences: <http://www.iapr.org/conferences/>
- Signal Processing and Human Computer Interaction conferences (CHI conference, HCII conference, EUSIPCO, ICASSP, ICIP etc)
- Sound and Music Computing Conference (gestures and music)
- ISMIR (Music Information Retrieval)
- ESERA (European Science Education Research Association) Conference - August - September 2019
- EARLI 2018 or 2019
- EC-TEL conferences (Technology Enhanced Learning) 2017,
- Presentation of iMuSciCA in teacher conferences like: STEM-conference for teachers organised by the Association University of Leuven, the Woudschoten conference of the Freudenthal institute etc.
- Organization of iMuSciCA workshops in music conferences, e.g. <http://smc2018.cut.ac.cy/index.html> (4-7 July 2018)

5.2. 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 Classroom,

Inspiring Science Education, CabriWorld or IberoCabri) is also a targeted activity. An activity of that already organised is WIRIS, CABRI, LEOPOLY participation to the BETT show (<https://www.bettshow.com/#/>) 25-27 January 2018

Actions to increase teachers' community awareness

- A teacher's workshop/evaluation campaign using the iMuSciCA demonstrator activities from the project is organized by the research partners (EA), in July 2017 by EA in Greece - dates: 1-6 July 2018, 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.
- EA is also determined to exploit opportunities for expanding project's activities by building a teachers' community through specialized educational 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 and in Greece by EA in March 2018 in collaboration with the Greek Association of Physics Teachers.
- 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) organized in June 2018 by EA in Greece - dates: 25-29 June 2018, as part of the evaluation 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 significant 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' and students' communities . 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.

5.3. Conferences and events targeting Industry

- An industry day is planned around December 2018 (project month 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/>, 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/>) and other similar events that bring together executive level investors, innovators and industry influencers from European and international education companies.
- Potentials in USA : Schoology NEXT, Canvas Instructure and MoodleMoot (end of July 2018)
- Potential in Asia : The Singapore Education Technology Conference 2017, ATCM, Gess education (Indonesia), Ajmer (India), World Education Summit (India)
- Potential in EU: Frankfurt Book Fair, Eduspot (Paris, France), Moodle Moot (Lyon, France)
- Frankfurt International Musical Instrument Exhibition
<https://musik.messefrankfurt.com/frankfurt/en/exhibitor-search.html?q=>

5.4. Science and Culture 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 industry)) (Greece) (2017, 2018)
- Researchers Nights throughout Europe (2017, 2018, 2019)
- Day of Science (Belgium, Nov. 2017)
- Maker Faire (2018, 2019)
- Organize an event on iMuSciCA activities at the <http://www.sgt.gr/eng/> (end of 2018 or beginning of 2019)