**Deliverable 7.3**

**First Report on Dissemination Activities**

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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. It also details 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.

In particular, it reports on the iMuSciCA dissemination and communication tools designed and implemented in the reporting period, with reference to project corporate identity, the website, flyers and brochures, social media and report on iMuSciCA visibility numbers (at the time of writing of this report). It also reports on dissemination activities for the different project stakeholder categories, according to the project dissemination strategic plan, implemented activities targeting the scientific community, including presence in reporitories, participation in conferences, project related publications and talks. Finally, actions targeting the Educational Community, complemented by dissemination activities performed targeting the Industry, the General Public, the Policy Makers, Informal Learning Centres and Concertation Actions are described.
### Version Log

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**iMuSciCA is an H2020 project funded by the European Union.**
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<td>PU</td>
<td>Public Report</td>
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<td>EU</td>
<td>European Union</td>
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<td>WP</td>
<td>Work Package</td>
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<td>DoA</td>
<td>Description of Action</td>
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<td>KPI</td>
<td>Key Performance Indicator</td>
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<td>ORD</td>
<td>Open Research Data</td>
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<td>IPR</td>
<td>Intellectual Property Rights</td>
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<td>SME</td>
<td>Small Medium Enterprise</td>
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<tr>
<td>ATHENA</td>
<td>ATHENA RESEARCH AND INNOVATION CENTER IN INFORMATION COMMUNICATION &amp; KNOWLEDGE TECHNOLOGIES</td>
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<td>UCLL</td>
<td>UC LIMBURG</td>
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<td>EA</td>
<td>ELLINOGERMANIKI AGOGI SCHOLI PANAGEA SAVVA AE</td>
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<td>IRCAM</td>
<td>INSTITUT DE RECHERCHE ET DE COORDINATION ACOUSTIQUE MUSIQUE</td>
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<tr>
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<td>WIRIS</td>
<td>MATHS FOR MORE SL</td>
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<td>UNIFRI</td>
<td>UNIVERSITE DE FRIBOURG</td>
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1. Introduction

Dissemination is the public disclosure of the results of the project in any medium. Dissemination is a process of promotion and awareness-raising right from the beginning of a project, and makes research results known to various stakeholder groups (such as research peers, industry and other commercial actors, professional organisations, policymakers) in a targeted way, to enable them to use the results in their own work. The present report is complemented by the report on communication and outreach activities (see D7.4 - First Report on Communication and Outreach Activities).

Section 2 reports on the iMuSciCA dissemination and communication tools designed and implemented in the reporting period, with reference to project corporate identity, the website, flyers and brochures, social media and report on iMuSciCA visibility numbers (at the time of writing of this report). Section 3 reports on dissemination activities for the different project stakeholder categories, according to the project dissemination strategic plan. Implemented activities targeting the Scientific Community are reported, including presence in reportitories, participation in conferences, project related publications and talks. Next actions targeting the Educational Community follow, complemented by dissemination activities performed targeting the Industry, the General Public, the Policy Makers, Informal Learning Centres and Concertation Actions.

2. iMuSciCA tools

In line with Deliverable D7.1-Dissemination and Communication Plan, where the project identified different stakeholders, such as policy makers, teachers communities, informal learning centres, individual families/parents, organizations that promote innovative solutions/approach, other collaborative actions, scientific community and the general public, a palette of tools have been devised and implemented to serve the different dissemination purposes.

The iMuSciCA dissemination tools, that can also serve communication purposes are in short presented below:

- website
- social media
- project flyers and newsletter
- project registration in repositories
- 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

2.1. iMuSciCA corporate identity

2.1.1. Dissemination materials

Different dissemination materials have been created to serve dissemination and communication purposes. All of those are available for download through the project’s website (see subsection below).

2.1.1.1. Project Logo & Visual Identity


LOGO COLOURS

Code CSS: #FC6801
RGB: R: 252
G: 107
B: 1
HSV: 25.34° 99.6% 98.82%

VISUAL IDENTITY

APRIL 2017

2.1.1.2. Project Presentation

Available in English at
2.2. The WebSite

An iMuSciCA’s www facility has been created at the very early stages of the project to serve as information and communication backbone and is 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.
PLAYING MUSIC, A SMARTER WAY TO LEARN MATH AND SCIENCE

WAY IS EVERYBODY TALKING IMUSICA?

The IMuSciCA project

Problem-solving is one of the key skills for the 21st century job market. STEM (Science, Technology, Engineering, and Mathematics) teaching relies on the left half of the brain and tends to logical, analytical thinking, whereas the right side of the brain focuses on creative problem-solving.

IMuSciCA is a pioneering approach using music for fostering creativity and deeper learning, thereby setting new grounds in the European STEM landscape.

Learn Sciences through creative and stimulating music activities

The IMuSciCA project develops a set of practical activities to give learners many opportunities to explore different phenomena and laws of physics, chemistry, geometry, mathematics and technology through creative music activities. It is based on cross-disciplinary, educational approaches.

Encourage students to engage in exciting interactive music activities

The IMuSciCA workbench engages secondary school students in order to support proficiency in core academic STEM subjects – Physics, Chemistry, Mathematics, and Technology – and to develop deeper learning skills through music activities.

Benefit from original and innovative educational technologies

The IMuSciCA project addresses contemporary requirements in education and learning for new STEAM pedagogical methodologies and innovative educational technology tools by promoting active, discovery-based, personalized learning by providing students and teachers with opportunities for collaboration, co-creation, and collective knowledge building.

Our Latest Blog Post

IMuSciCA workbench real-time beat tracking algorithm demonstrated @ mi6LTD

Athens team participated in the first IMuSciCA workshop that took place on February 3, 2017, at the Science & Technology Centre. They presented the IMuSciCA workbench real-time beat tracking algorithm designed in a VSGansen (photo, video). The algorithm was submitted to the EUS Signal Processing Cup 2017, where it performed in the top five.

IMuSciCA project presented at the Open Schools for Open Societies Conference 2016

The IMuSciCA project presented at the 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 KINAPA at the Agia Triada, Athens and the Greek Institute for Education Policy.
The iMuSciCA pilot-test

The iMuSciCA pilot-test between November 27 and December 1, 2017, at University College Leuven, Limburg, Athena Research and Innovation Centre and Cizerg presented three schools in Greece, Belgium and France respectively to meet students and to make them test the various environments of iMuSciCA. The three pilot-test has been a great success. In total, 64 students were present.

Follow us

Tweets by @IMuSciCA

iMuSciCA

Only 6 days to participate. You do not want to miss such an opportunity. All you have to do is answer the form goo.gl/MUsoaX and take your camera if you wish.

Mar 12, 2016

iMuSciCA

A new meeting of the members of iMuSciCA always passionate about the development of our solution @edtech @f@chat #H2020 #EU #H2020

Mar 12, 2016

iMuSciCA

The beginning of the week sounds great with Robert.

Mar 12, 2016

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement No 731883.

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The educational movement of STEAM

The educational movement of STEAM is about bringing Arts at the heart of the academic curriculum in order to cultivate creative skills of young people, alongside with the knowledge and skills they acquire in STEM fields (Sciences, Technology, Engineering and Mathematics). New demands raised by the global economic environment and the Industry for innovation, adaptability, and flexibility highlight the need for cross-disciplinary connected skills in the educational process, such as creativity, critical thinking, innovation and risk-taking, which are expected to foster innovation and economic growth.

The iMuSciCA project

The iMuSciCA project will directly address the current requirements in education and learning for new pedagogical methodologies and innovative educational technology tools by supporting active, discovery-based, personalizable, and more engaging learning and providing students and teachers with opportunities for collaboration, co-creation and collective knowledge building. As a STEAM-oriented project, iMuSciCA aims to design and implement a suite of software tools and services on top of new enabling technologies integrated on a platform that will deliver interactive music activities for teaching/learning STEM, enabling technologies, such as interactive pen on touchpads, 3D object design and printing, as well as new multimodal interfaces that combine advanced music generation and processing with wearable technology, will be deployed to implement a web-based workbench aiming at STEAM learning.

The aim of iMuSciCA

The iMuSciCA workbench addresses secondary school students with the aim to support mastery of core academic content (STEM subjects: Physics, Geovisency, Mathematics, and Technology) alongside the development of creativity and deeper learning skills through their engagement in music activities.

USE CASE

1. THE MIX OF DISCIPLINES

Teachers from different disciplines, come together to design iMuSciCA class lessons for STEM learning.

2. TODAY’S CLASS

Today’s class is about waves and geometry. Vasilis teaches geometry and physics by explaining to the class that the geometry of a wave affects the way that waves reflect to it.

3. CREATING INSTRUMENT

Vassiliki incorporates the new knowledge to their instrument design project for the seminar. By using the iMuSciCA workbench they can change the shape of their instrument and see how this can affect the sound being produced.

4. THE JOY OF STUDENTS

At the end of the seminars, the virtual instruments are printed using 3D printing technology during the school calendar. Students experience the deeper understanding of science and the joy of designing concepts and performing as a virtual instrument.

5. POINT ON iMuSciCA IMPACT

The whole design of iMuSciCA lessons, teaching processes, students’ behavior and progress are analyzed by a teacher committee. In the second semester, the team can measure the iMuSciCA impact on deeper understanding of science.

6. CO-CREATION OF INSTRUMENT

Mark and Demos are able to play and see the new instrument that they collectively designed. They are encouraged for co-creation of iMuSciCA allowing for musically non-skilled students to perform and experience the properties of the sound derived from the physical properties of their instrument.
The web site improves the image of the project by drafting quality content and thereby distinguishes iMuSciCA project from a potential competition; it disseminates the project and its updates, thus making the site dynamic; it promotes the expertise of the consortium in the field of digital education by the quality of its content; it is interlinked to the social networks since article is broadcasted on the social networks of the project and also on the social networks of the partners; it finally allows to engage the community around the project and to generate traffic to the website (thus increasing its referencing).

2.2.1. Customised sites & reference to partner sites
Project partners have also disseminated iMuSciCA through the organisations websites.
UCLL also 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](http://www.vakdidactiek.be/iMuSciCA_a_STEAM_Pedagogy)
2.3. Flyers and brochures

2.3.1. Flyers / Posters

A project flyer/poster available in English at

And in French at
2.3.2. Press Releases

Press releases at every project milestone or relevant event customized for the audience addressed are planned.

2.3.3. Press Kit

An iMuSciCA standard press kit including customized information material for the stakeholders and the general public has been created.
2.3.4. NewsLetters

The first iMuSciCA’s newsletter was sent on October 2017 to the most qualified contacts of the partners. The partners used the attract of their contacts with STEAM solutions (namely teachers, instructors, etc.) to make them signing up for the iMuSciCA’s newsletter.

The newsletter is fed in different ways:
- by sending emails to qualified contacts of partners
- through face-to-face interaction at trade shows and conferences
- on the website of imuscica where the subscription to the newsletter is also included.
The first newsletter is available in English at
And in French at
http://www.imuscica.eu/wp-content/uploads/2018/03/newsletter-fr.png, while customised translation are produced in almost all the mother languages of the project partner countries.

The second newsletter will:

- give a human perspective of the iMuSciCA solution by focusing on the people behind the development of the project in order to readers to follow the iMuSciCA adventure (the newsletter will include photos of the consortium and videos, e.g. an already available Youtube video, in which two iMuSciCA members explain the project)
- Refer to mention the most significant exhibitions and conferences iMuSciCA partners visited or exhibited (e.g. the BETT Show 2018)
- announce future events (e.g. the iMuSciCA Summer School in July 2018).

2.4. Social Media

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.

2.4.1. YouTube channel

iMuSciCA YouTube channel is disseminating video and presentations and is available at
https://www.youtube.com/channel/UChnK0ij4Qy2M3Wo188GoWuA
2.4.2. Twitter account
iMuSciCA Twitter account is used for disseminating events and activities and is accessible by https://twitter.com/iMuSciCa?lang=en.

2.5. iMuSciCA visibility in numbers
Last but not least, we briefly report herewith on iMuSciCA dissemination stigma (figures accounting cumulatively from the project commencement date up until now).
3. Dissemination Activities

3.1. Activities targeting the Scientific Community

3.1.1. Presence in Scientific Repositories

iMuSciCA has formed a community in the Zenodo research data repository, the latter being launched in 2013, available at [https://zenodo.org/communities/imuscica/?page=1&size=20](https://zenodo.org/communities/imuscica/?page=1&size=20)

3.1.2. Participation in Scientific Conferences

- Participation and talk on STEAM Pedagogy at the Girep conference on Physics Education at Dublin City University, 04/07/2017 by UCLL.

3.1.3. Publications

Journal papers / Book Chapters


International Conferences


National Conferences

3.1.4. Talks

- Talk and project presentation to the educational/scientific community by ATHENA: 4 November 2016 in Athens, iMuSciCA project presented at the Open Schools for Open Societies Conference 2016 (prior to the project commencement date) organized by EA.
- Talk on ‘Polyphonic STE(A)M’ by Renaat Frans [UCLL] at the Girep conference on Physics Education at Dublin City University (04/07/2017)
- iMuSciCA is being presented in 15th Sound and Music Computing Conference ([http://smc2018.cut.ac.cy/index.html](http://smc2018.cut.ac.cy/index.html)) next summer (4-7 July 2018) by ATHENA, upon invitation by the member of iMuSciCA External Advisory Board Dr. Anastasia Georgaki.
- Research Seminar by Aggelos Gkiokas and Kosmas Kritsis on “Music Technology for STEAM Education”, on 8 March 2018, at Universitat Pompeu Fabra, Barcelona, Spain ([https://www.upf.edu/web/mtg/news/-/asset_publisher/WM181VvAQipW/content/id/167592599#.WsR6-ExuKAg](https://www.upf.edu/web/mtg/news/-/asset_publisher/WM181VvAQipW/content/id/167592599#.WsR6-ExuKAg)).

3.2. Activities targeting the Educational Community

3.2.1. Presence in Repositories

● iMuSciCA is going to be presented (submitted on 13 March 2018) in the ScientiX (http://www.scientix.eu/projects) online community that promotes and supports a Europe-wide collaboration among STEM (science, technology, engineering and maths) teachers, education researchers, policymakers and other STEM education professionals.

3.2.2. Other Dissemination Activities

Dissemination along with communication activities of the project have also taken place through material distribution, project presentations, talks and project demonstrations to several events targeting the Educational Community, through participation in shows of educational technology profiling, actions directly targeting the teachers as well as specific activities targeting the professional development of teachers adopting STEAM. We briefly mention here the events, since project dissemination took place. For more information on communication and outreach activities in these events, see also D7.4-First Report on Communication and Outreach Activities.

Educational Technology Industry


CABRI’s booth at the Bett Show

● iMuSciCA has been presented by CABRI in the biggest gathering of Cabrilog’s community (CiCAudeM), 11-13 October 2017, Colombia. The event was organized by the University of Medellin.
Teacher Communities


- UCLL presented iMuSciCA to teachers and teacher educators at the ‘STEM-studiedag’ for teachers organized by the KU Leuven Association (BE).
- UCLL organised an ‘iMuSciCA teacher day’ in the Teacher Education Department of UCLL in Diepenbeek (20/06/2017).
● Teachers’ training on 14th of December 2017 and on 6th of February 2018 (in Diepenbeek) by UCLL.
● UCLL updated the website where iMuSciCA is presented as a STEAM pedagogy for the Flemish teachers [http://www.vakdidactiek.be/iMuSciCA_a_STEAM_Pedagogy](http://www.vakdidactiek.be/iMuSciCA_a_STEAM_Pedagogy)

EA designed and published the iMuSciCA Summer School 2018 portal ([http://imuscica.ea.gr/](http://imuscica.ea.gr/))

3.3. Activities targeting the Industry

● 10-19 September 2017 in Greece, iMuSciCA has been presented in the 82th Thessaloniki International Fair – HELEXPO (TIF) by ATHENA. This is the most prominent innovation/industrial fair that takes place in Greece and the biggest event of its kind in the Balkan area, with emphasis on innovation in all production sectors. The event attracts a huge number of visitors from the academia, the industry and the general public.

3.4. Activities targeting the General Public

Two newspaper articles dealing with iMuSciCA have been produced by CABRI:
● on a local magazine ”Fontaine-Rive Gauche” produced in 12,000 copies (July),
The other dissemination activities involve the presentation of the project results in an interactive way to the general public and they are described in D7.4-First Report on Communication and Outreach Activities (Section 2.2.3).

3.5. Activities for the Policy Makers

Specific actions have been designed in order to disseminate the project on policy makers in specific countries.

- The iMuSciCA project was 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 organised by EA, EDEN, and the Greek Institute for Education Policy.
- For Greece, ATHENA and EA has sought permission from the Greek Institute for Education Policy to announce the project in All Greek schools and invite them to participate. Access has been granted and an official Circular disseminated the project, along with its announcement on the site of the Greek Ministry of Education (November 2017).
- The group Vakdidactiek of the UCLL is leader of the large Flemish Learning Network on STEM Education, under commission of the Flemish Ministry of Education, with which the group has direct contacts. iMuSciCA has been presented during events organized in the frame of this Flemish Network on STEM Education and a selection of the related material have been included in the examples of STEM activities on the website of the network.
3.6. Activities for Informal Learning Centres

The project considers as stakeholders also informal learning centres, including libraries, cultural institutions, museums and science centres.

- In Greece there have been discussions between ATHENA with the Onassis Cultural Centre (http://www.sgt.gr/eng/SPG1/). It has been agreed and planned towards the end of 2018 to run iMuSciCA interactive workshops at their premises.

3.7. Concertation Activities

Concertation Activities with other ECT funded projects have already taken place by the participation of consortium members in related events and the presence of the project co-ordinator in the Advisory Board of the project HubIT.

- Presentation by ATHENA and CABRI in the concentration action: Luxembourg, 27 March 2017, iMuSciCA at the participatory meeting of all H2020 projects in the field of Digital Learning managed by unit G3 Learning, Multilingualism & Accessibility, DG CONNECT.
- [ATHENA] 8 November 2017 in Budapest, HubIT First Advisory Board Workshop (http://www.hubit-project.eu/en/events/hubit/advisory-board-workshop--) presented aspects on Rensonsible Research and Innovation (RRI) from experiences of involving schools, teachers and students in activities of the iMuSciCA project.