**Interactive Music Science Collaborative Activities**
Team Teaching for STEAM Education

# Deliverable 7.4
# First Report on Communication and outreach activities

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# Executive Summary

The aim of this deliverable is to describe the communication activities carried out in the first 15 months of the project and the achieved impact among targeted stakeholders. The present report is complemented by the report on Dissemination Activities, D7.3-First Report on Dissemination Activities.

The deliverable presents the iMuSciCA communication activities to targeted groups, namely, the teacher communities (web networks and interactive workshops), the general public (through press and social media publications and events for the general public) and the educational technology industry (iMuSciCA workbench demonstrators and events aiming at the educational technology industry).

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**TABLE OF CONTENTS**

**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

Communication[1] means taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The aim is to reach out to society as a whole and in particular to some specific audiences while demonstrating how EU funding contributes to tackling societal challenges.

The communication plan pursues the objectives defined by the communication strategy ensuring an increased impact of the project and its results through planned actions on targeted audiences: the teacher communities, the general public, the media as well as the Education technology industry.
The performance of each communication action is measured by some Key Performance Indicators (e.g. number of visitors on the website or number of followers on social media) and reported in the periodic progress reports, which makes it possible to become aware of the evolution of the project concerning its dissemination.

The objectives are:
- increase teachers' community awareness;
- engage students in exploring and benefitting from the iMuSciCA workbench;
- disseminate iMuSiCA results targeting the scientific community;
- disseminate iMuSiCA results targeting the Industry;
- increase general public awareness.

Different channels are used for the project's communication:
- distribution of material during events (conferences, exhibitions, press conferences);
- diffusion through the channels of partners;
- and by collaborations sought with existing European networks and projects, such as Open Space Discovery, Scientix, CREATIONS or OSOS.

The present report will list the communication actions carried out in the first 15 months and their impact on targeted audiences. This report is complemented by the report on dissemination activities.

# 2. Communication activities to targeted groups

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.
During these first 15 months, iMuSciCA focused on the following groups that the consortium has identified:
- Educational communities bringing together, as mentioned, researchers, teachers, schools, informal learning centres (cultural institutions inclusive), Policy Makers,
- General Public, including individual families/parents,
- Educational technology industry.

To communicate with these groups will make iMuSciCA gains in relevance and credibility.

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[1] https://ec.europa.eu/research/participants/portal/desktop/en/support/faqs/faq-933.html

## 2.1. Educational communities

### 2.1.1. Web networks
- Open Discovery Space (www.opendiscoveryspace.eu/en/communities)
- Open Schools for Open Societies https://www.openschools.eu/inspiration/
- Scientix (http://www.scientix.eu/)
- Flemish Learning Network on STEM Education (https://stemnetwerk.be/ )
- Network of teachers connected to UCLL teacher education
  http://www.vakdidactiek.be/iMuSciCA_a_STEAM_Pedagogy

### 2.1.2. Interactive workshops for teachers
- Teaching science and mathematics through music
  (http://openschool2017.ea.gr/?q=node/135)
- 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 October 2017 and  February 2018 in Greece by EA in March 2018 in collaboration with the Greek Association of Physics Teachers.
  The iMuSciCA workshop was organized by EA at the 17th Greek Association of Physicists Conference in Thessaloniki on Friday the 16th of March. The conference aimed to be the forum in which eminent scientists and researchers will be presenting their work on modern physics. At the same time researchers had the opportunity to present their work while exchanging thoughts on the upgrading of physics-education in Greece. The conference's specific objective was to strengthen the bonds of communication and cooperation between scientists, education, society and citizenship.
  iMuSciCA project and platform were also presented during the workshop in an audience of 12 teachers. The schedule of the workshop consisted of the project-presentation, hands-on interaction with the platform-tools and concluded with a discussion about the project capabilities and potentials. who were distributed flyers of the "iMuSciCA student camp". Teachers were also presented with the flyer of the "iMuSciCA students camp" that is going to take place in June. The flyer was disseminated in Greek students by the teachers that participated at the workshop. More than 180 flyers were disseminated to teachers and educators that took part in the conference.
- UCLL organised an iMuSciCA info day at the UCLL campus in Diepenbeek to inform schools about iMuSciCA (20/06/2017).
- UCLL gave a iMuSciCA workshop on the  'STEM studiedag for teacher' in May 2017 organized by the Association KU Leuven (Katholieke Universiteit Leuven).

- Building further on the iMuSciCA info day of 20/06/2017, two interactive workshops for teachers on iMuSciCA were organised in Belgium on 14/12/2017 and 6/02/2018. A third follow-up workshop is planned on 17/05/2018. In these workshops teachers get involved in a learning community on the iMuSciCA STEAM pedagogy. These teachers are participating in piloting phases A and B. During the workshops they get prepared for the piloting in their schools, while feedback is collected from them on the iMuSciCA pedagogy, on the scenarios and on the workbench, in order to redirect and optimise them.



*Teachers during an iMuSciCA workshop on 14/12/2017*
*at UCLL's teacher education campus in Diepenbeek, Belgium*

- 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. CABRI presented two workshops in front of an auditorium made up of Mexican and Swiss teachers.



- iMuSciCA has been presented by CABRI at the BETT Show, 24-27 January 2018, London. The BETT Show is a industry show for the education technology where school leaders and teachers come to discover new way of learning and new solutions.

The BETT Show was the opportunity to organize a draw for teachers interested in STEAM solutions. The gain was a free stay for the iMuSciCA Summer School organized in July 2018. 10 teachers participated.



## 2.1.3. Interactive sessions for students

The following actions have been planned and executed in order to engage students in exploring and benefitting from the iMuSciCA workbench

- Pilot testing in schools (Greece, Belgium and France)
  With the involvement of 67 students during the first phase of the pilot:
  • GR 34 (22 from EA and 12 from Music School)
  • BE 23 (all from one secondary school)
  • FR 10 (all from one secondary school)
  And 13 teachers involved:
  • GR 8 (6 from EA and 2 from Pallini Music School)
  • BE 2 (from the same secondary school as the pupils)
  • FR 3 (from the same secondary school as the pupils)
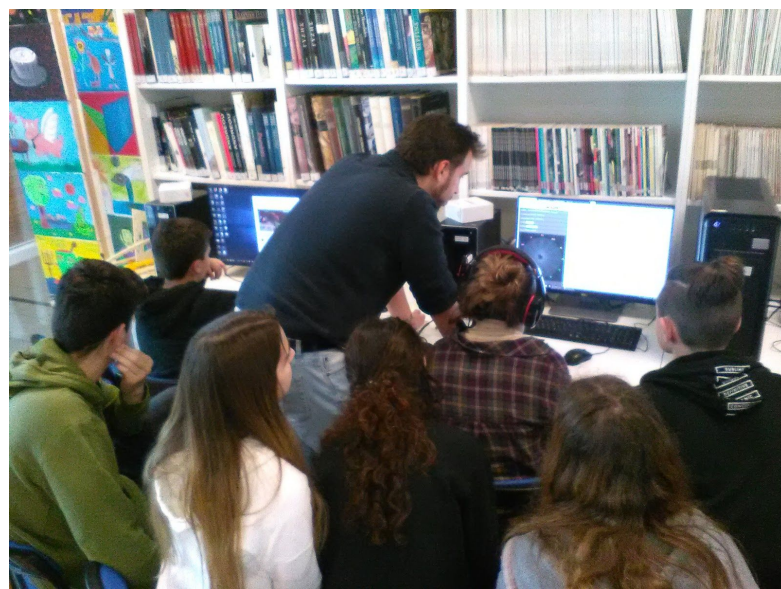
● A learners' summer camp will be organized by the research partners (EA) in June 2018 by EA in Greece - dates: 25-29 June 2018, as part of the evaluation in realistic settings. Ellinogermaniki Agogi (EA) has rich experience in the coordination of research and demonstration projects focusing on teacher 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.
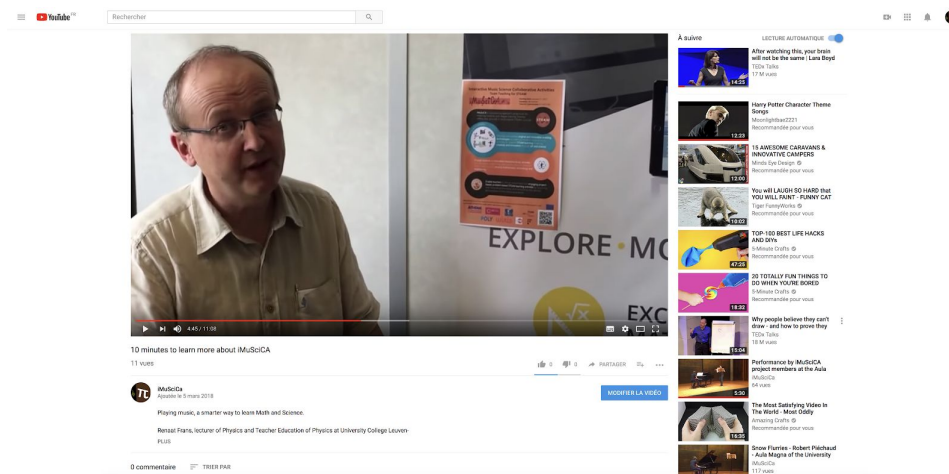
## 2.2. General Public

### 2.2.1. Social media publications

Social networks aim to increase users' interest to the outcomes of the project. 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.

- YouTube channel (https://www.youtube.com/channel/UChnK0jj4Qy2M3Wo188GoWuA) for disseminating videos and presentations.

- Twitter account ([https://twitter.com/iMuSciCa?lang=en](https://twitter.com/iMuSciCa?lang=en)) for communicating events and activities.
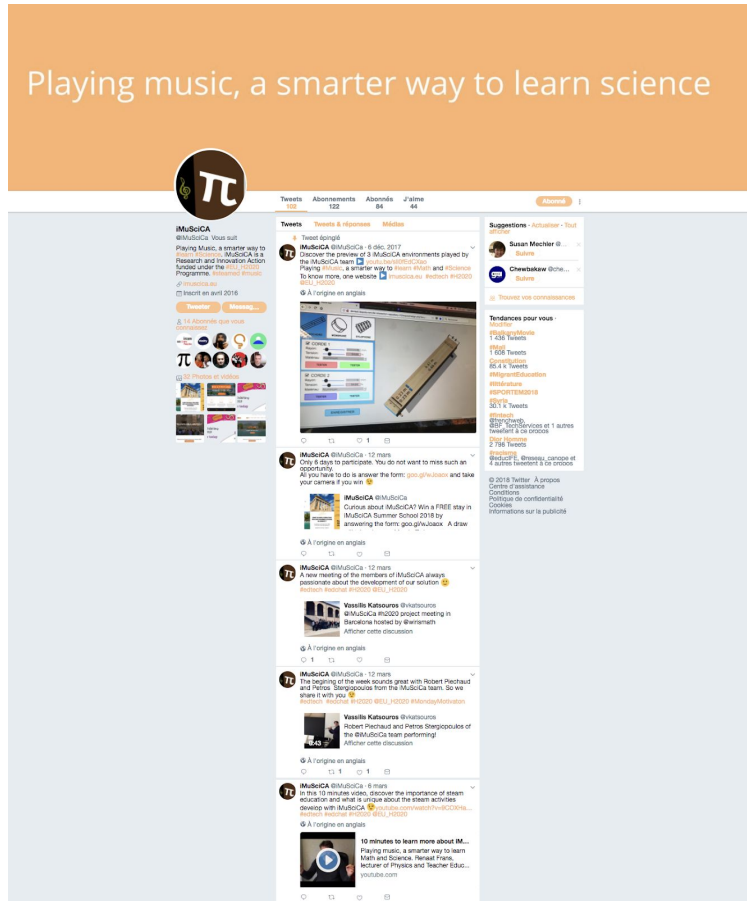


### 2.2.2. Events for the general public

- Athena's team participated at mind the lab event that took place on February 3, 2017 at the Doukisis Plakentias metro station. They presented the iMuSciCA workbench real-time beat tracking algorithm embedded on a NAO dancer. The algorithm was submitted to the IEEE Signal Processing Cup 2017 performed in the top-third.
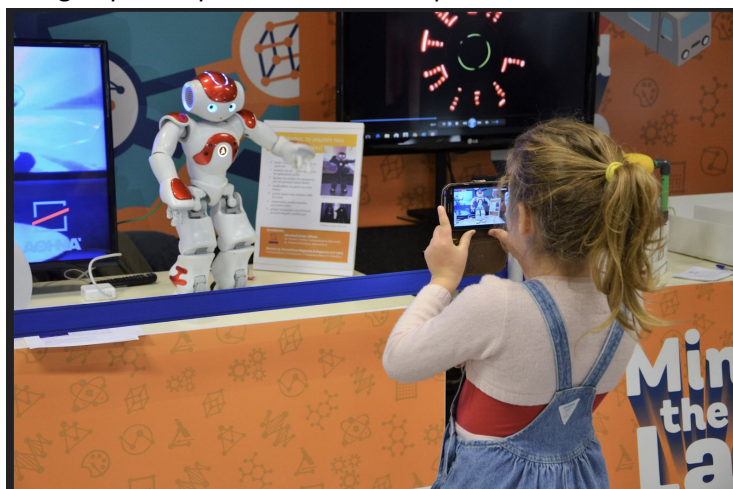


- Athens Science Festival 2017, April 2017

Presentation to the general public by ATHENA: 1 April 2017 in Athens, Greece at the Athens Science Festival event, iMuSciCA project and the workbench real-time beat tracking algorithm demonstrated.



- Researchers Nights throughout Europe 2017, 22 and 29 September 2017, in Lavrion (pre-event) and Athens (main event), Greece, respectively.

Presentation to the general public by ATHENA of the iMuSciCA project activity environments of the interaction with virtual music instruments.
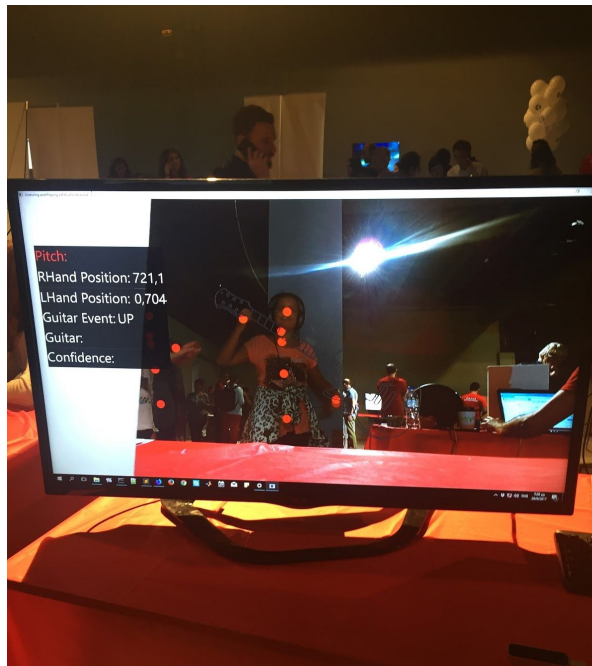


- During the Flemish Science Day iMuSciCA was presented by UCLL to over 350 participants of the general public on 26/11/2017 (BE).

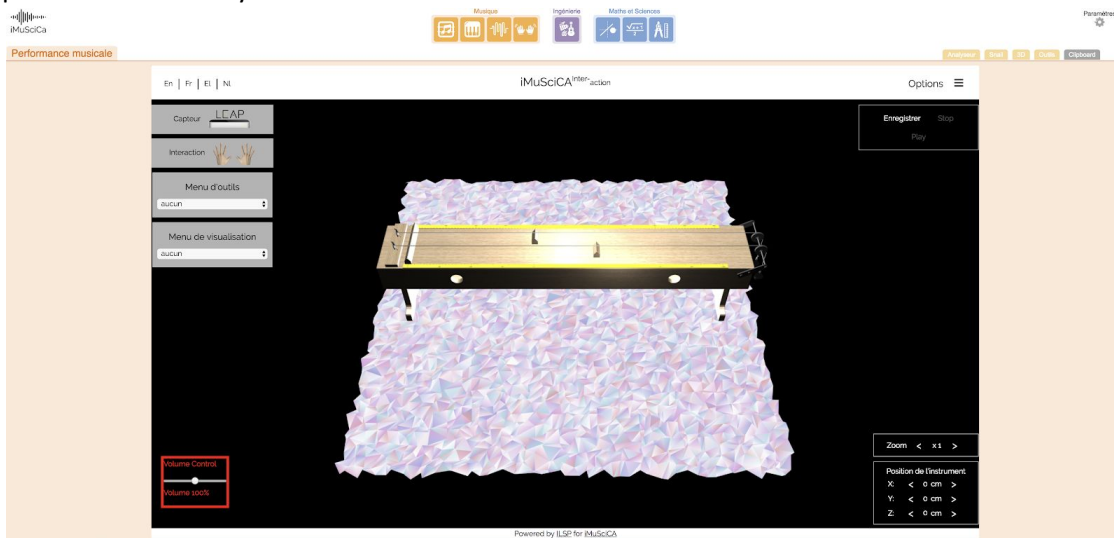## 2.3. Educational technology industry

### 2.3.1. iMuSciCA workbench demonstrators

To give an overview of the diversity of the iMuSciCA environments and to increase awareness in the STEAM teacher community, the iMuSciCA workbench demonstrators are used for live demonstration at major conferences on learning technologies:

- Drawing Canvas for Music Creation appeals for its simplicity and its ease of use by visitors who can take part in the demonstration
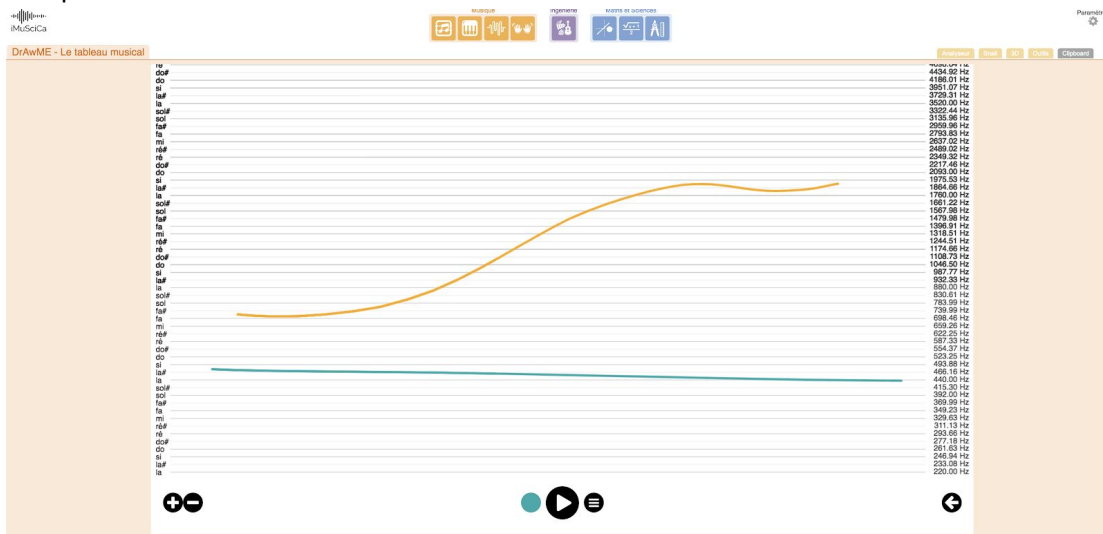


- Music Instrument Performance involves the Leap Motion use and the user's body in a musical performance activity



- Geometry and Algebra Tools allows to complement the previous activities to calculate or model with tools of geometry and algebra.
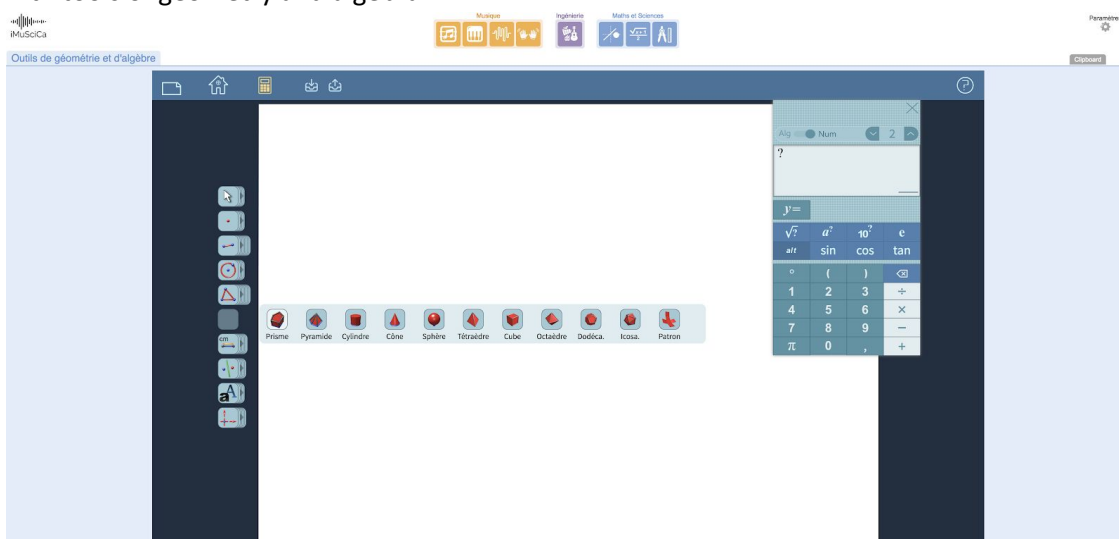
### 2.3.2. Events for the educational technology industry

● The BETT Show is a industry show for the education technology taken place at London, each year. In 2018 (25-27 January), this event (https://www.bettshow.com/#/) brought together 850 compagnies, 34 700 visitors from the global education community (school leaders, teachers, etc.) and 131 countries were represented.

According to the figures on the event site, 52% visitors do not attend any other industry trade show, 81% authorise or influence on purchasing decisions. A STEAM dedicated zone, called the STEAM village, is reserved to STEM latest products and solution.

The BETT Show represented a good opportunity for the iMuSciCA's communication:

Half of CABRI's booth was dedicated to iMuSciCA. Each booth's visitors saw live demonstrations of iMuSciCA. The iMuSciCA's press kit and flyers were distributed to visitors interested in STEAM education and also to exhibitors belonging to the STEAM village.