

ON LIFE



Dissemination Plan

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1 INTRODUCTION

The ONLIFE Communication and Exploitation Plan is prepared on the basis of the general description of the dissemination and exploitation strategy included in the ONLIFE project application.

Dissemination and awareness activities are a core part of the ONLIFE project and will ensure that the tools and results developed within the project are communicated and exploited by relevant target audiences. In the longer term, dissemination and exploitation activities will increase project impact by maximizing the opportunities for the projects results and tools to be used and exploited on after the project's end.

The present document describes the overall dissemination and exploitation strategy for the partnership. It outlines how DLEARN will coordinate these efforts together with the rest of the project partners. All partners are required to disseminate their generated results and all are requested to contribute to communication and awareness raising activities, by proactively looking for dissemination opportunities and making their own dissemination channels available, in order to reach an EU-wide audience.

This document entails the identification of target audiences (WHO), the tailoring of the messages towards these target audiences (WHAT), the decision on the best channels and tools to reach the target audiences (HOW) and the development of a detailed implementation plan (WHEN).

This document should be considered as a reference for project partners when conducting communication and dissemination activities.

2. WORK DESCRIPTION

2.1. PROJECT DESCRIPTION (FROM THE PROJECT PROPOSAL)

Since Covid-19 emerged to a pandemic in 2020 it has compelled many governments around Europe to take extreme measures of lock down to a degree unimaginable until then. As a result, millions of Europeans were forced to stay home for an extended period of time. Unexpectedly teachers had to teach from home for the first time, students needed to continue learning from home for the first time and parents had to support their kids becoming in some ways a home teacher. This new reality found most teachers, unprepared to adapt their teaching, leaving, producing, creating, learning and living habits and be as productive and effective while staying at home. In order to help address this, the ONLIFE project aims to develop a methodology which will support the life adaptability of teachers in the online teaching process in School Education so they can have hybrid competences as teachers.

ONLIFE aims at supporting the European Union priority Partnership for Digital Educational Reading TO ASWER TO THE CURRENT COVID-19 CRISIS WITH THE RIGHTS SKILLS AND COMPETENCE FOR SCHOOL EDUCATIONAL LEADERS, namely Teachers and school leaders. ONLIFE stands for Empower hybrid Competences for Onlife Adaptable

Teaching in School Education in times of pandemic.

How?

The project aims at empowering teachers and school leaders to face the digital transformation of the educational system in time of crisis. Indeed, the goal is to reinforce the schools to provide high quality and inclusive digital education to their students through the development of:

1. A Guidebook “Pattern for enhancing digital technologies in School education (SE) *
2. A Training course for teaching in SE ONLIFE Learning Paradigm (OLP): Teacher Competences, Methods & Approaches in SE*
3. The DIRECT TARGET GROUP of the project is represented by teachers and educational leaders as they first need to adapt the teaching methodologies to the pandemic and student’s needs.
4. The INDIRECT TARGET GROUP of the project is represented by STUDENTS and their families that can benefit from the innovative learning material of the projects The project will last two years, namely 24 months. ONLIFE is a strategic partnership with at 8 partners.
5. Recommendation and guidelines for School System bodies in providing useful framework instruments to improve teaching quality.

2.2 Key objectives of the Dissemination and Exploitation Strategy

Dissemination, communication and exploitation activities in ONLIFE pursue four main objectives, namely to:

1. promote the Erasmus+ Programme and its activities
2. create awareness about the project and its activities
3. ensure project's activities and practice have an impact on policy decision makers
4. disseminate the key message, products and intellectual outputs to others

Dissemination, communication and exploitation all aim to help maximise the impact of our project and, although they are strongly interconnected, they also differentiate from one another in their objectives, focus and target groups.

Communication on our project will start at the outset of the action and continue throughout its entire lifetime, aimed at informing about the project AND its results. Its objective is to reach out multiple audiences beyond the project’s own community including media and the broad public

Dissemination for action is the public disclosure of the results of our project and aims at transferring knowledge and results with the aim to enable others to use and take up results. It is strongly focused on the

use of our project results. It is addressed to audiences that may take an interest in the potential USE of the results (education community, industrial partner, policymakers).

Exploitation, ultimately it is envisaged and expected that the project outputs and the project results will be available for concrete use all interested stakeholders, especially education institutions, trainers/teachers/lecturers. It aims at turning the project actions into concrete value and impact for society.

2.3 Target group and stakeholders engagement

Dissemination management and outreach will be performed by DLEARN in collaboration with all the project partners.

For the ONLIFE to reach its full potential in terms of impact it is crucial to reach a critical mass of stakeholders from each group timely and effectively. The strategy to ensure this is described in table 1. It is envisaged that this strategy will be further developed and continually updated throughout the lifetime of the project. At the design phase, we have identified the following potential TARGET GROUPS for the dissemination and exploitation activities:

Indicative Target Groups in general for all partner countries:

- Teachers, Educational Leaders, Educational Researchers
- Policy makers at national and European level as well as some national Ministry connections
- Educational Journalists

Examples of specific target groups and actions:

- Meetings with the board of headmasters of primary and secondary education as well as the meetings of the board of directors.
- Meetings with the board of general managers (of the Educational organizations and network involved into the project, with a focus on P2-Dlearn and P3-Eurogeo members).
- Workgroup 'ICT & 'innovation' as well as the tab 'Innovative leadership' on the online platform (to all the headmasters of the institutions) by P1 (UNIWERSYTET PEDAGOGICZNY)
- The Learning Network Internationalisation and our close cooperation with GO! central services (to all GO! schools) by P4 (DOUKA EKPAIDEFTIRIA AE)
- Involvement of the national agency.

3. DISSEMINATION IN FIGURES

PROJECT WEB SITE - at least 5000 visualizations by the end of the project.

PRINTED/ELECTRONIC DISSEMINATION MATERIALS – at least 15.000 visualization (online + offline)

- Developing several dissemination channels: social media by P4 (UNIVERSITAT DE BARCELONA);
- Press folders by P3 (DOUKA EKPAIDEFTIRIA AE - PALLADION LYKEION EKFPaideuthria Douka);
- Standard presentations by P2- EUROGEO VZW (one at the beginning and one right before the piloting);
- White papers, academic papers and articles (including presentations at relevant conferences) by P1 - PUC, P3-EUROGEO, P4-Doukas and P5 - UB;
- Poster and Information leaflet by P2 -DLEARN;
- 5 electronic newsletters, one after each project meetings, with information on the project and related achievements. Estimated months for publication are: (Month 2, Month 9, Month 14, Month 19, and Month 24) – All under the supervision of P2 Dlearn

Target audience will be reached through:

- **SOCIAL MEDIA.** (facebook, instagram, LinkedIn?)
- **BLOG POST**
- **BLENDED EVENTS** (conference in streaming, webinar etc.)
- **PUBLISHING** to reach peers involved in the same project's topic. – at least 3 press releases per partner

Dissemination actions have different levels:

1) **WITHIN PARTNERS' ORGANIZATIONS:** informing on progress and results to staff of schools and NGOs. Methods/activities: informal/formal meetings, dissemination material, project website; internal information channels

2) **CORE TARGET AUDIENCE:** informing, raising awareness and inviting key players out of partnership to participating into project activities to motivate them to know and later use the project products:. Methods/activities: website & FB page, databases, newsletters; flyers; radio program; project presentation & networking at public dedicated and/or significant events.

3) **OTHER STAKEHOLDERS AND DECISION MAKERS** in the fields of environment and climate change informing and awareness-raising on the challenges of the project approach and products which might be considered in the enrichment of practices and policy formulation:. Methods/activities: website & FB page, project dissemination material; project

presentation & networking at public dedicated and/or significant events,

4) **GENERAL PUBLIC:** informing and awareness-raising on the changes/challenges of Social Inclusion/Immigration (related with European dimension) opportunities to promote it, and invite them to give feedback. Methods/activities: website & FB page; radio programs; dissemination material.

3.1 Strategy and plan for the communication, dissemination, exploitation of the project's results

Various communication, dissemination and exploitation activities will ensure a good visibility of the project towards the identified target groups and general public. These are based on a strategy tailored to the various needs and expectations of the target groups. Ways of contacting actors differ in two main respects:

- Type of link established with each actor (from being informed to being involved – from communication to exploitation activities);
- The number of actors being reached

A number of Key Performance Indicators (KPIs) will be used in order to evaluate the impact and effectiveness of dissemination channels or actions.

The following table (table 1) provides a synthesis of all the main communication, dissemination and exploitation actions agreed by partners during the project design phase.

A more detailed plan (which follows) has been thought for the exploitation activities.

	Timing	Channel	Main target groups	Key message	Role of partners	KPI	Responsible partner
D I S S E M I N A T I O N & C O M M U N I C A T I	INTERNAL to the project						
	Start of project	Project shared folder	Project partners	Exchange internal information, establish partners' collaboration	Project partners to use the internal area of the depository chosen and provide relevant information	Number of documents	All the parnters
	EXTERNAL to the project						
	M2-24	Project Website and logo Public area	End users of the ONLIFE project; decision makers supporters, interested parties or stakeholders	Create consistent and high quality access to the project results and related developments	Project partners to provide relevant information and documentation to enrich the project website and to be shared by all	Number of visits (at least 5000) Number of downloads	Dlearn logo Web page (P6 - EUROPAIKOS SYNDESMOS)
	M2- M24	Partners' institutional websites	End users of the ONLIFE project; decision makers supporters, interested parties or stakeholders	Promote the project and its website	Partners to link to the project website	Number of visits Number of downloads	All partners
	M2-24	Social networks (to define at least 2)	End users of the ONLIFE project; decision makers	Promote the project, raise awareness, give visibility, create a network of interest	Partners to post news, events and project results	Number of members/followers Number of likes	All partners

O N			supporters, interested parties or stakeholders	Share and advertise news and events that can be interesting for the different stakeholders involved.		Number of comments	Dlearn open the onlife profiles
	M 2,9,14,19,24 July 2021 February 2022 July 2022 December 2022 May 2023	Newsletters	End users of the ONLIFE project; decision makers supporters, interested parties or stakeholders	Promote the project, raise awareness, give visibility, create a network of interest	Partners to generate a distribution list and collaborate to the draft of 5 newsletters. Each newsletter will provide regular updates on the major steps of the project, main achievements /progress made and/or articles related to the issues of the project	Number of recipients of the newsletter	DLEARN + partners
	M6	Leaflet	End users of the ONLIFE project; decision makers supporters, interested parties or stakeholders	Promote the project and its website	Contribute to the leaflet production and distribute it	Number of copies printed and distributed	DLEARN +
	M 20.24	Multiplier Events	End users of the ONLIFE project; decision makers, supporters, interested parties or stakeholders	Disseminate project results to enable others <u>take up</u> and then use results	Organise 1 Multiplier Event in each country	Number of participants to ME Stakeholder groups reached Participants' satisfaction	All partners

E X P L O I T A T I O N	M20-24	Website	Wider public of potential users	Engage a wider audience for the download of project materials and use	ONLIFE system will be hosted at ?; all partners will have a link on their project websites	Number of visits, download of materials	All partners
	M20.24	Sharing of Intellectual outputs results	Targeted groups	Engage the target groups for the project results take up and exploitation	All partners will activate their own contacts to reach potential users of the project results	Stakeholder groups reached Interest in IOs	
	M12-M30	Collaboration with project partners and other ongoing projects on the same topic	Other EU/Erasmus funded project	Create links and networking to share and adopt lessons learned	All partners to contribute to the identification and contact with other EU funded projects, and where possible, organisation of joint events	Number of other projects contacted Number of joint events	

1.1 Exploitation Plan

The following Exploitation Plan integrates the strategy above described (*Table 1*), where some activities have already been identified as contributing to the project exploitation.

This Exploitation Plan providers:

- The project's exploitable results
- Exploitation routes
- IPR management

Exploitable Results (ERs)

The first step for developing comprehensive Exploitable Plan is to identify the list of Exploitable Results (ERs) developed within the SLIDE project. The following table summarizes SLIDE's ERs.

<i>N°</i>	<i>Exploitable Result (ER)</i>	<i>Lead partner</i>
1	UIDEBOOK: Pattern for enhancing digital technologies in School Education	
2	ONLIFE learning environment	
3	ONLIFE Learning Paradigm (OLP) for the recognition and validation of Competences for School Education (SE) professionals	
4	Guidelines for School System Bodies	
5	ONLIFE website	

Exploitation routes

Once the ERs are identified, exploitation routes will have to be tailored to each. These routes revolve around:

- The use for further research/application in other contexts outside the project partners
- Developing new services
- Cooperation agreement
- Standardization activities

1.2 Tools and methodology

The communication, dissemination and exploitation activities of all partners will be monitored and summarised by DLEARN. DLEARN will coordinate the development of the database of stakeholders and the monitoring of dissemination activities. They will consolidate the information which partners will record in the “ONLIFE Dissemination & Exploitation Tracker”.

[illegible]

Partners will present the updated monitoring tool at each transnational meeting.

Partners will support DLEARN appointing one person who will be the main referent person for the dissemination activities.

1.3 Partners responsibilities

Each partner is responsible for:

- Disseminating the project and its outputs in their country and in Europe via own contacts and networks;
- Creating a list of stakeholders which include a minimum number of target institutions: minimum 20 per country
- Keeping their organisation web sites constantly linked to the dedicated web site of the project.
- Contributing to all the dissemination materials
- Delivering 1 Multiplier Event IN EACH COUNTRY
- Feeding the project online media channels
- Translating material when needed
- Contributing to the newsletters
- Issuing press releases in each country
- Connecting the onlife project with other similar project


1.4 Main channels

- Project website
- Ongoing announcement in partners' websites and newsletters
- Professional networks
- Interpersonal channel (events and meetings)
- Promotional material (brochures, posters, etc.)
- Common dissemination images, such as logo and project presentation, ensuring uniformity of the project's appearance to third parties.

· Online media

1.5 **Logo and disclaimer**

The dissemination activities will follow the guidelines from the National Agency which means that all materials and products should include the logo, co-financing statement and project number 2020-1-PL01-KA226-SCH-095529

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For more information on how to use the emblem please follow this [link](#).