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### **Dissemination and communication plan (Deliverable D5.1)**

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**Project consortium**

Center of Excellence in Educational Innovation, Tallinn University (TLU), Estonia
Tampere Research Centre for Information & Media, University of Tampere (TAU), Finland
Centre for the Science of Learning & Technology, University of Bergen, (UiB), Norway

**Notices**

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## Author, Beneficiary

- Tallinn University (TLU) - coordinator
- University of Bergen (UiB) - partner
- Tampere University (TAU) - partner

## Executive Summary

The overall objective of the deliverable *D5.1 Dissemination and Communication Plan* is to outline the strategy for dissemination and communication activities carried out during the SEIS (Scaling up Educational Innovation in Schools) project. The dissemination and communication plan describes the activities to be performed and the means and methods that can be used in order to raise awareness of the SEIS project and its activities, maximise the project's visibility at national, regional and EU level and spread its results to as well as to ensure the use and uptake of the project's outcome by the relevant target groups. It also outlines guidelines to the project's partners – University of Bergen and University of Tampere – to guarantee that the dissemination activities are appropriately and effectively undertaken. As the main objective of the SEIS project is to strengthen TLU's research capacity, this plan identifies the target audiences and key stakeholders of the project, defines not only the dissemination objectives but also how it should be presented to increase TLU's research and industry network and ensure its widespread visibility. Details on the means and communication and dissemination channels that can be used as well as the types of events and conferences in which the project can be promoted are also provided.

The deliverable is structured in two main sections addressing the different aspects that a communication plan focuses on: external and internal communication. In these two sections, the strategy from the project to the external audience, the basis for a proper internal communication between the project partners and the elements needed to evaluate and measure the results of the communication strategy are outlined.

The document encompasses:

### A. Introduction

- Overview of the SEIS project
- Objectives of the Dissemination and Communication Plan

### B. External Communication Plan

- Communication strategy
- Key stakeholder groups
- Dissemination tools and channels
- Measures for monitoring and evaluating dissemination activities
- Roadmap for communication and dissemination activities

### B. Internal Communication Plan

- Internal Communication goals
- Strategies and resources
- Rules and procedures for a correct use of external communication tools

The Plan has been prepared within the WP5 *Boosting the visibility of TLU's scientific excellence*. The Plan will be a living document that will be regularly updated throughout the project's lifetime, to actively address the needs of the project based on its interim results.

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## Introduction

To support the aims of the SEIS project (Scaling up Educational Innovation in Schools), a comprehensive dissemination and communication plan needs to be developed to inform the stakeholders about the SEIS project and its potential in research and development of educational innovations. The present Dissemination and Communication Plan (DCP) introduces the SEIS project dissemination and communication strategy and its implementation plan to be used by the project partners to ensure the high visibility, accessibility and promotion of the project and its results during the project period and beyond. The plan outlined below should be seen as a working document and as a reference framework for evaluating the impact of communication and dissemination activities (WP5, Task5.1), which will be updated and adjusted during the duration of the project whenever needed. The Plan includes internal and external communication plan together with the defined target groups; selected appropriate strategies, procedures and tools for reaching the target groups on local, regional and international level; and monitoring and evaluation measures of the results of the communication strategy.

## SEIS project

The SEIS project's (Scaling Up Educational Innovation in Schools) goal is to significantly strengthen educational innovation research not only in Estonia, but in the Baltic states and in wider Europe by taking educational research and innovation to the next level addressing RRI principles and current dominating limitations in the field. The project will present new perspectives on educational research by turning traditional "knowledge transfer" approaches into research- and technology-driven societal innovations (research-to-innovation-to-practice knowledge transfer), establishing an international virtual Research Lab on educational innovations, facilitating the inclusion and capacity building of the new actors in the field and encouraging exchange of knowledge and experiences among stakeholders and top research groups in the field.

In particular the SEIS project aims:

- to strengthen Centre of Excellence in Educational Innovation (CEEI) (Tallinn University (TLU), Estonia) research and innovation capacity
- to promote the CEEI into the competitive institution in Estonia and wider Europe and
- to form the basis for integrating its research activities further into international collaboration.

The objectives of the SEIS project will be achieved through a partnership of the two Member States: Tampere Research Centre for Information & Media (TAU), University of Tampere, Finland and Centre for the Science of Learning & Technology (UiB), University of Bergen, Norway.

The overall work plan of the project consists of the following seven work packages:

- WP1 Co-establishment of a virtual Research Lab
- WP2 Strengthening research capacities of TLU on methodologies and conceptual frameworks
- WP3 Strengthening TLU's know-how on university-school-industry partnerships and implementation methodologies
- WP4 Promoting involvement of early stage international researchers
- WP5 Boosting the visibility of TLU's scientific excellence
- WP6 Project and consortium management
- WP7 Ethics requirements

## **Objectives of the dissemination and communication plan**

Dissemination and communication activities will support all seven Work Packages (WPs) of the SEIS project ensuring maximum visibility, accessibility and impact of the project activities. Strategically planned dissemination activities will be designed to make the project activities and outcomes visible and accessible to the different target stakeholders on local, regional and international level.

The main objectives of the dissemination and communication activities will be to:

- guarantee an effective communication of the project activities at local, regional and EU level;
- identify appropriate target groups to address the dissemination and communication messages;
- define and implement the dissemination and communication strategy and a wide and differentiated set of dissemination tools and events;
- identify the dissemination and communication measures for monitoring the effectiveness and efficiency of the activities conducted;
- assist SEIS project partners to implement dissemination and communication strategy;
- ensure that the outputs of the project will be sustained after the end of the project lifetime.

## **External communication plan**

In order to significantly strengthen educational innovation research, its visibility and impact not only in Estonia, but in the Baltic states and in wider Europe, a number of strategic steps (organisation of events, systemic web presence, publications, etc.) need to be taken to reach research community, policy makers, industry (including educational technology related SMEs) and also non-specialists and society at large. A special focus will also be on increasing the visibility of TLUs, in particular of CEEI's scientific excellence.

## ○ **Communication strategy**

The SEIS project's WP5 - Boosting the visibility of TLU's scientific excellence is responsible for communication and dissemination activities, which runs in parallel with all the tasks throughout the project lifetime. SEIS dissemination and communication actions aim at communicating the project's objectives and results to a wide audience by promoting the adoption of project's results and demonstrating its impact, as well as by facilitating the exchange of information and the interaction not only with other related projects and initiatives but also with activities in industry, academia, and society as a whole.

In order to maximize the impact of communication and dissemination efforts four types of dissemination activities will be foreseen:

- 1) Dissemination of the project activities and results via scientific publications, electronic channels, printed materials and dedicated project website;
- 2) Participation in international research and technology conferences and workshops;
- 3) Organisation of national and international thematic events;
- 4) Active participation in the joint virtual Research Lab.

An important route to maximise the SEIS project impact will be online access to scientific information that is free of charge to the reader. The dissemination and communication plan will emphasise open access (self-archiving and open access publishing routes) according to the Horizon 2020 rules on open access to scientific publications. Each partner is responsible for complying with the publishing regulations mentioned in the Grant Agreement. Another important way to disseminate and communicate the SEIS project initiatives and research and development results will be through strong strategic partnerships and cooperation around the virtual Research Lab.

## ○ **Stakeholders**

Due to the interdisciplinary nature (educational science, educational technology, education psychology, etc.) of this project, the project will address several different stakeholders. These consist of the end user (educational institutions, industry, policy makers) as well as wider public. To provide an overview of these groups, the table below (Table 1) provides stakeholder types, purpose to reach these particular stakeholder groups and channels to best communicate the project activities and results to these stakeholder groups.

Within European research community, the main target group is researchers in the field of educational research and innovation as well as schools as participants and target groups of the research.



Table 1. Dissemination and communication stakeholders, purpose and channels

Stakeholder type	Purpose to reach the stakeholders	Targeted dissemination and communication channels
Research community of educational research and innovation field	<ul style="list-style-type: none"> <li>-To involve in project content discussions</li> <li>-To contribute to the research knowledge pool and get expert feedback</li> <li>-To link to relevant research initiatives</li> <li>-To align scientific aspects and focus to the mainstream research agenda</li> </ul>	<ul style="list-style-type: none"> <li>- Scientific presentations at conferences and workshops</li> <li>- Scientific publications in high-ranked journals, preferably Open Access</li> <li>- Knowledge hub and Virtual Research Lab</li> <li>- Project website</li> <li>- Organisation of a medium-size conference</li> </ul>
Practitioners (teachers, trainers)	<ul style="list-style-type: none"> <li>-To engage practitioners in evidence-based research activities</li> <li>-To distribute potential innovations and research results</li> <li>-To prepare for wide-scale implementation</li> </ul>	<ul style="list-style-type: none"> <li>-Articles in scientific magazines</li> <li>-Project partners' networks of schools</li> <li>-Newsletters</li> <li>-Living labs initiatives</li> <li>-Knowledge hub and Virtual Research Lab</li> </ul>
Policy makers, ministries of education and research	<ul style="list-style-type: none"> <li>-To involve in discussions</li> <li>-To address key challenges and innovation potentials of education</li> <li>-To use and build SEIS research results for future policy making and project funding</li> </ul>	<ul style="list-style-type: none"> <li>-Consultations with EC and national stakeholders</li> <li>-Targeted communication activities through reports, strategies, etc.</li> <li>-Stakeholders invited to Advisory Board</li> <li>-Strategic planning groups and other public-academia partnerships</li> </ul>
Educational technology industry	<ul style="list-style-type: none"> <li>-To involve in discussion and development</li> <li>-To facilitate market introduction</li> <li>-To align scientific and technical aspects to an industrial perspective</li> </ul>	<ul style="list-style-type: none"> <li>-Living labs initiatives</li> <li>-Project partners' networks of local businesses in educational technology and learning analytics solutions</li> <li>-Industry representatives invited to the events and workshops</li> <li>-Educational technology related procurements</li> <li>-Knowledge hub and Virtual Research Lab</li> </ul>

General public	-To inform and raise awareness of educational innovations	-Project website -Social media, press releases, newsletters -Articles in scientific magazines
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A whole range of activities is designed to inform the academic and development community, internationally as well as nationally about the SEIS project and its research results. Networking with the research community will also be enhanced through engaging well-known experts to the Advisory Board (WP6). International promotion of the project results will be encouraged through networking with other European Centres of Excellence in the field. Dissemination of knowledge and excellence towards the general research community will be addressed through press releases and scientific articles, and a dedicated website. Also an important role is on networking events and presentations at thematic conferences and seminars. Promoting the SEIS consortium competences will be achieved through organising scientific activities around the virtual Research Lab.

To target schools and educational institutions the project consortium aims at participating at local conferences/events and contributes to local newsletters and newspapers. All the SEIS project partners have a network of schools in their countries to collaborate and experiment with new initiatives.

Industry, including SMEs (mainly European), ranks high on the dissemination priority list. The aim here is to avoid the European paradox of having excellent scientific competence in educational innovations, but being unable to involve technological specialists. The proposed SEIS approach will see a need to collaborate with educational technology industries (such as digital textbook publishers, gamification software developers, learning analytics solution providers, etc.) as one of the key stakeholders in living labs. Various learning analytics solutions as well as innovative technologies for learning, teaching and management are essential aspects in educational innovation. Thus, the SEIS project provides direct commercial benefits for industry. The key industry stakeholders will be mapped, and all targeted industry representatives will be informed of the progress of SEIS and new related opportunities for cooperation. There is a list of possible candidates (e.g. Net Group OÜ, Nortal, FoxAcademy, Startup Estonia, Tebo OU). Communication with industry will be via invitation of industry representatives to the events and workshops held as a part of the project. The workshops will demonstrate research and innovation capacity and present opportunities for academia-industry cooperation.

Living lab approach and RRI in education implies that stakeholders, including policy makers, work together during the whole research and ICT-driven innovation process. To ensure the necessary political support and public investments to reinforce the impact of the TLU's research and to improve conditions for favorable research and development performance, representatives of public authorities will be invited to participate at dedicated workshops organized within the project. Information materials on the activities of TLU and project results (progress reports, website) shall be sent to national decision-makers. Involvement of a Head of the Department of Analysis from

the Ministry of Education and Research to the Advisory Board will intensify the dissemination of the research results to national policymakers.

Special attempts will be made to promote the educational research to a wider public, mainly by social and mass media, open doors days, distributing information materials, managing a public outreach/communication section on the TLU and TLU's websites and updating the data with links to related materials. Significant attention is paid on disseminating the results (i) in the region (e.g. Baltic States, Eastern- European countries), keeping in mind relatively similar socio-economic situation and institutional settings, (ii) dissemination towards the EU Member States which will be conducted to substantiate the existing contacts, (iii) EU expert groups widen TLU's networking scope and potential, open up new cooperation channels and intermediate partners into future projects. Public at large to stop the decreasing popularity of science and raise awareness of changing educational landscape.

### ○ **Communication and dissemination channels**

To reach the widest audience possible, the following tools and measures are necessary for a comprehensive approach:

- Web presence: The website will serve as a first gate of information about the project. A website with visual identity will provide access to the objectives, progress and results achieved within the project, as well as for promotion of planned events in the frame of the project. It will also serve as a medium to disseminate articles, project flyers, and other relevant documentation. The goal of the website is to provide all relevant stakeholders, including the general public, with information on project progress. This means that all general information should be brief and visually appealing. Information that goes deeper into the research aspect can then be provided in a much more detailed format. All (non-confidential) information on the project will be published in English. It also will include a calendar detailing where and when SEIS project researchers are presenting at important conferences or organize workshops and other events. All publications will be promoted on the website. The website will be coordinated by the TLU. All partners should be able to upload results, publications and other information. A systematic news flow will be initiated and regularly updated by all the project partners. After the project's conclusion the web site will be online for 2 more years, during which the materials and results of the project will be available.
- A dedicated Twitter account for the project will be set up for quick and short updates of the project's highlights, broadcasting relevant news, calls and events. The Twitter account will be manageable by all the project partners.
- Electronic newsletter to be distributed during the project run-time. In addition articles in popular scientific/technical journals in national and international media during the project run-time.
- Press and media material (incl. TV and radio) for local and national press at least once a year. To have the SEIS project accessible to the wider public,

press releases will be published during the project. Only major results and milestones will be published by a press release. The press releases will be in English and local languages of the partners.

- High level conference visits: Networking and representing the SEIS consortium research results at major international scientific conferences by TLU, TAU and UiB every year. This also serves as a channel to promote project partners and disseminate their know-how at regional and European level, to industry and policy makers. Participation in events also allows to create new contacts and collaborations among the scientific community and industry. The potential list of conferences and workshops is as follows:
  - EC-TEL
  - LAK
  - CSCL
  - ICALT
- Scientific publications: Growing number of articles in high ranked journals through the runtime of the project. The research community will be reached through the following potential list of high-ranked journals:
  - Computers & Education (impact factor 2,63)
  - Computers in Human Behaviour (impact factor 2,27)
  - International Journal of Computer-Supported Collaborative Learning
  - British Journal of Educational Technology (impact factor 1,39)
  - Journal of Educational Technology & Society (impact factor 1,34)
  - Australasian Journal of Educational Technology (impact factor 1,3)
  - Educational Technology Research and Development (impact factor 0,91)
  - Interactive Learning Environments (0,75)
  - Education and Information Technologies (0,7)
  - Journal of Learning Analytics
  - The International Review of Research in Open and Distributed Learning

Besides the aforementioned resources, the results of the SEIS project that are selected for publication will preferentially be made available through Open Access (OA) publication, in order to ensure broad dissemination. Either Green or Gold OA publishing models will be used.

- Establishing the Research Lab allows gathering partners know-how and skills, thus forming a comprehensive knowledge pool for taking educational research and innovation to the new level, thus contributing to the enhancement of the scientific and technological capacity of all the Twinning partners. Being a connecting knowledge hub for the SEIS project partners, it gathers events, publications, Weblog feeds, interested stakeholders, researchers etc. into one common space about research on educational innovation. The knowledge base together with the research lab will allow direct dissemination, exploitation and communication with the scientific community about the theoretical and methodological aspects, best practices and failures. The co-established virtual Research Lab with the knowledge hub will play an important role for outreaching the research community and schools. This will be the most direct and fastest way to disseminate the scientific work done within the run-time of

the project and after that. It will consist of the most recent developments in terms of theoretical frameworks, learning analytics solutions and research instruments providing quick access to them and shortening the feedback loop. These achievements will continue after the project and will thus serve the interests of the academic communities in Estonia, the Baltic region and Europe.

- Organisation of workshops: Organisation of dedicated workshops and seminars. In addition to dissemination purposes they will also lay suitable grounds for new cooperation possibilities with similar initiatives, projects and organisations.

- **Monitoring and evaluation of dissemination and communication activities**

The reach and impact of SEIS communication activities will be assessed qualitatively and quantitatively and closely monitored using participation statistics and other established indicators of media use. The following concrete measures will be used to evaluate the output of the dissemination and exploitation activities during the project:

- conferences and workshop visits (24)
- expert and staff visits (12)
- establishment and maintenance of a virtual Research Lab with a comprehensive knowledge hub
- publication of articles (5 articles every year, increasing it every year 1,3 times). It will also be evaluated against D5.4 Evolution of the publications (TLU peer-reviewed publication list before the end of month 2 of the project) during the three years preceding the start date of the project
- organisation of summer schools (2), writing camps (2), conference (1)

After the project:

- continuation with participating in conferences and workshops
- maintenance of the virtual Research Lab with the knowledge hub and scientific activities around it
- staff exchange for joint research studies and project preparations
- maintenance of the website reflecting continuing activities
- continuation with co-publishing
- organisation of summer schools and writing camps

- **Roadmap for the dissemination and communication activities**

1. Planning of activities by identifying the dissemination strategy and plan to achieve the widest outreach possible (M1-M6)
2. Implementation of the plan by producing a set of channels and dissemination and communication messages (M6-M36)
3. Monitoring the implemented plan by analysing and assessing the impact and success of dissemination activities against pre-established measures (M6-M36)

4. Achieving sustainability by identifying and setting up the mechanisms needed to ensure persistent and long-lasting visibility of the SEIS project outcomes.

An assessment of the project communication and dissemination activities will take place once a year, in M12, M24 and M36. In M36 a D5.2 Dissemination and communication report with a) dissemination and communication events - objective, participants, type, achieved outcomes, time table; b) dissemination and communication channels - objective, target group, type, time table; c) dissemination and communication challenges during the project run time, will be created.

## Internal communication plan

### ○ Goal

Despite the small size of the SEIS project consortium, an internal communication plan needs to be developed that engages all the partners to work closely together to make the project a success. Due to the nature of the project, this applies not only to research and development matters, but also to dissemination and communication. The ultimate goal of the internal communication plan is to outline clear and concrete ways for handling communication among consortium members to ensure fulfilling the SEIS project objectives.

### ○ Strategy and resources

Being such a small consortium allows addressing every partner's expectations, shortcomings and difficulties, thus the partners are invited to put any emerging issue on the table for open discussion. This will create an environment where all partners can deal with each other in a frank, civil and open manner. When internal communication is performed well, and also frequently enough, it will create a positive atmosphere that will also be visible to the audience of the SEIS project.

For achieving the SEIS project objectives and accomplish the internal communication among the partners, the following basic tools will be used during the project runtime:

- Slack for immediate communication and file sharing;
- Electronic mails to complement Slack whenever needed;
- Conference Calls (via Skype, Zoom) to allow more spontaneous and immediate discussions of progress as well as emerging challenges the project deliverables;
- Google Drive folder for storing and sharing project related files, especially related to project deliverables and administrative issues. To avoid getting chaotic, the coordinator will, in consultation with all, set up the folder structure. All partners are able to search for, comment and complement existing documents and upload the new ones. The name of the documents should reflect the content of it.
- Face-to-face meetings at least every 12 months, or more frequently if a necessity arises. Once a year there will be a meeting with all the partners and Advisory Board members. Additional meetings will be held for individual

work packages as appropriate. Minutes of all listed meetings and conference calls will be taken and distributed by the meeting organiser for review within one week after the event, with the final minutes available after two weeks at the latest.

In order to facilitate more effective cooperation between the SEIS partners and with external partners, to provide smooth and natural capacity building through joint scientific activities as well as mutual and equally relevant benefits for all the project partners in the SEIS project, the consortium will set up a virtual Research Lab. This lab can be seen as an additional space for internal communication, focusing on the actual research and development activities. A successful set up of the lab guarantees sustainable and continued partnership after the project lifetime.

- **Internal rules and procedures for a proper use of communication tools**

Due to the small size of the project consortium, no hierarchical structure for dissemination and communication will be set. Meaning, every member of the consortium has a right and freedom to disseminate the project through the predefined communication channels and others without the confirmation of the project coordinator. However, every member is obliged to fill in the dissemination table set up in the joint Google Drive folder to be able to keep track of the outreach initiated by every member of the consortium.

**SEIS website** (seis.tlu.ee) will be the main channel to communicate the project audiences and disseminate news. The language of the website is English to address a wide audience locally and at EU level. Every partner of the project will have the right and obligation to create and upload content on the website. Every partner makes sure the content is aligned with the objectives of the SEIS project.

In addition to a project website, a **Twitter account** will be set up. Every partner of the project will have the right and obligation to create and upload content on the SEIS Twitter account.

Every project partner is also responsible for **publications, press releases** nationally and internationally. The content of each publication shall be aligned with the project research field. Every partner will oversee the translation of the content and lead the dissemination at national level. As a general rule, it is advised to include whenever possible a description of the project at the end of every publication / press release with a link to the project's website and social media networks. Additionally, EU flag and an acknowledgement statement should be added if feasible. Scientific publications must include an acknowledgement section with the statement "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 856954".

An example of the project description can be as follows:

SEIS – Scaling up Educational Innovation in Schools – aims to enhance the scientific and technological capacity of the SEIS consortium (Tallinn University, University of Bergen, University of Tampere) in the field of educational innovation through joint scientific activities and exchange of know-how and expertise. This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 85695. More information: <https://seis.tlu.ee/> [terjev@tlu.ee](mailto:terjev@tlu.ee)

For internal communication a **Slack** environment and a dedicated **Google Drive** folder will be used. Every partner has a freedom to initiate discussions, share documents and organize meetings with other project partners whenever needed.