



ENVISAGE

ENhance Virtual learning Spaces using Applied Gaming in Education

H2020-ICT-24-2016

D6.2 - Dissemination Plan

Dissemination level:	Public (PU)
Contractual date of delivery:	Month 5, April 30 th , 2017
Actual date of delivery:	Month 6, May 29 th , 2017
Work package:	WP6 – Dissemination, exploitation and innovation
Task:	T6.1 Dissemination activities
Type:	Report
Approval Status:	Final
Version:	1.0
Number of pages:	34
Filename:	D6.2 DisseminationPlan_Final.docx

Abstract

The goal of D6.2 is to present ENVISAGE's dissemination plan by specifying the dissemination objectives, target groups, directions, instruments and impact indicators. This plan elaborates the draft dissemination plan that has been already included in the DoA and its goal is to conclude with a concrete list of dissemination actions and impact indicators that will allow us to assess, follow-up and eventually correct the planned activities in terms of the reached measured impacts.

The information in this document reflects only the author's views and the European Community is not liable for any use that may be made of the information contained therein. The information in this document is provided as is and no guarantee or warranty is given that the information is fit for any particular purpose. The user thereof uses the information at its sole risk and liability.



co-funded by the European Union

Copyright

© Copyright 2016 ENVISAGE Consortium consisting of:

1. ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS (CERTH)
2. UNIVERSITA TA MALTA (UOM)
3. AALBORG UNIVERSITET (AAU)
4. GOEDLE IO GMBH (GIO)
5. ELLINOGERMANIKI AGOGI SCHOLI PANAGEA SAVVA AE (EA)

This document may not be copied, reproduced, or modified in whole or in part for any purpose without written permission from the ENVISAGE Consortium. In addition to such written permission to copy, reproduce, or modify this document in whole or part, an acknowledgement of the authors of the document and all applicable portions of the copyright notice must be clearly referenced.

All rights reserved.

History

Version	Date	Reason	Revised by
0.1	2017-04-18	Table of Contents	Christoffer Holmgård
0.2	2017-04-30	Alpha Candidate	Christoffer Holmgård
0.3	2017-05-14	Beta Candidate	Christoffer Holmgård
0.4	2017-05-23	Pre-Final version	Christoffer Holmgård
1.0	2017-05-29	Final Version	Spiros Nikolopoulos

Author list

Organization	Name	Contact Information
UoM	Christoffer Holmgård	holmgard@gmail.com
CERTH	Spiros Nikolopoulos	nikolopo@iti.gr
GIO	Marc Müller	marc@goedle.io
EA	Georgios Mavromanolakis	gmavroma@ea.gr
AAU	Line Ebdrup Thomsen	let@hum.aau.dk

Executive Summary

D6.2 presents ENVISAGE's initial dissemination plan by specifying our dissemination objectives and directions, identifying our target groups, describing the utilized instruments and defining their impact indicators. D6.2 will govern the dissemination activities of the project. The strategy that has been followed in assembling this plan was to provide every partner with a description template suitable for documenting the most important characteristics of the intended dissemination activities. These templates were subsequently summarized into tables, composing a list of concrete dissemination activities that will allow us to assess, follow up and correct (if necessary) the planned actions, in the case of insufficient impact.

Abbreviations and Acronyms

DOA	Description Of Actions
SDK	Software Development Kit
SMB	Small-Medium Business

Table of Contents

1	INTRODUCTION	8
2	ENVISAGE DISSEMINATION STRATEGY	10
2.1	Dissemination Objectives and Directions	10
2.2	Target Groups.....	11
2.3	Instruments and Methods.....	12
2.4	Exploitation Tracks	14
2.5	Impact Indicators.....	14
2.6	Methodology for Defining the Dissemination Plan	15
3	PLANNED ACTIVITIES AND IMPACT ASSESSMENT	17
3.1	Planned Activities	17
3.1.1	ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS (CERTH)	18
3.1.2	UNIVERSITA TA MALTA (UoM).....	20
3.1.3	AALBORG UNIVERSITET (AAU)	21
3.1.4	goedle.io GmbH (GIO).....	22
3.1.5	ELLINOGERMANIKI AGOGI SCHOLI PANAGEA SAVVA AE (EA)	24
3.2	Summary of activities and distribution of dissemination effort.....	25
3.3	Monitoring and Impact Assessment	26
4	CONCLUSION.....	28
5	REFERENCES	29
A	APPENDIX – TEMPLATE FOR SOLICITING DISSEMINATION COMMITMENTS	30
B	APPENDIX – TEMPLATE FOR DISSEMINATION ACTIVITY REPORTING.....	31

List of Tables

Table 1: CERTH planned dissemination activities.	18
Table 2: UoM planned dissemination activities.	20
Table 3: AAU planned dissemination activities.	21
Table 4: GIO planned dissemination activities.	22
Table 5: EA planned dissemination activities.	24
Table 6: Aggregated figures for the dissemination activities of the entire project.	25
Table 7: Partners' contribution in dissemination activities.	26
Table 8. Dissemination impact indicators and measuring methodology.	27

1 Introduction

The objective of ENVISAGE is to offer a solution towards optimizing the learning process in virtual labs and therefore maximize their impact in education. In reaching this challenging goal, ENVISAGE proposes to migrate knowledge from the neighboring domain of digital games, where the capture and analysis of detailed, high-frequency behavioral data has reached mature levels in recent years. In digital games, Game Analytics (GA) is used to profile users, predict their behavior, provide insights into the design of games and adapt games to users. These mature technologies can be migrated to learning analytics, especially in the situation of virtual labs as these are delivered online thus enabling detailed tracking of learner behavioral data. ENVISAGE aims to chart and demonstrate how to complete this migration. The goal of our dissemination plan is to ensure the uptake of the methods and tools developed in ENVISAGE amongst the designers, developers, and users of virtual labs for educational settings and related stakeholders and service providers.

Before setting out the dissemination plan, we provide information about the adopted dissemination strategy, where we provide details about: a) our dissemination objectives and directions, b) our target groups, c) the dissemination instruments and methods, d) the exploitation tracks that should be matched against the dissemination activities, e) the indicators used to assess the impact of our activities, and d) the methodology that we have used for soliciting the commitments from all ENVISAGE partners.

Subsequently, based on a properly structured template that was designed based on the aforementioned aspects, we have solicited the commitments of all partners in terms of their envisaged dissemination activities. In particular, all partners were asked to provide concrete figures for a number of dissemination activities (i.e. ranging from newsletters and blog-posts, all the way to demonstrations in exhibitions and scientific publications), as well as the point in the project's time-scale when they expect to undertake each dissemination activity (i.e. in terms of semesters). This process resulted in a concrete list of activities for each partner (presented in Section 3.1), that were also used as the source for defining the project's impact indicators and their assessment methodology.

Finally, it is important to particularly emphasize on the adopted approach for constantly monitoring and keeping track of the dissemination activities undertaken from each partner. More specifically, we have setup an event reporting mechanism that is essentially a google docs questionnaire constructed based on the template presented in Appendix A. Then, all partners were specifically prompted to fill-in this questionnaire every time they performed a dissemination activity. In this way, we will be able to keep track of the undertaken activities in an automated way and present our activities from different perspectives (i.e. since all answers are documented as excel files) facilitating the process of reporting and impact assessment.

Based on the above, we can claim that ENVISAGE adopts a multi-channel dissemination approach where on the one hand, outcomes of the project will be disseminated using publicly available channels (i.e. exhibitions, workshops, publications, media and press) in fields that are pertinent to the project goals, and on the other hand, via more private and focused channels, such as the direct communication with relevant stakeholders. Finally, ENVISAGE will be also disseminated via its web presence (i.e. project website), regularly

updated with the project outcomes, news and activities (newsletters, news posts), as well as its presence in all widely established social networks such as Twitter, LinkedIn, Facebook and Google+.

2 ENVISAGE dissemination strategy

In this section, we describe the most important elements of the methodology that we have adopted in order to set out our dissemination plan and establish the mechanisms for the assessment of its impact. We specify the dissemination objectives and directions of our project, the groups that will primarily target with our dissemination activities and the instruments that we plan to employ. Subsequently, we make a connection with the exploitable outcomes of our project and explain how our dissemination activities are designed to facilitate the exploitation of these outcomes. In addition, we present a list of indicators for assessing the impact of our dissemination activities. In the end of this section, we explain the methodology that has been used to solicit the commitments of all partners, in terms of their envisaged dissemination activities.

2.1 Dissemination Objectives and Directions

While many methods and approaches can be imported wholesale from Game Analytics, the objectives of digital learning software are different from the objectives of entertainment video games. The latter focuses on maximizing user engagement, experience, and retention. All of these are important for digital learning software too, but are subservient to the overriding goal of effecting a change in the user in the form of learning and development. This means that novel approaches must be devised both in terms of design and technical approaches when transferring methods from Game Analytics into Learning Analytics. Additionally, the field of Game Analytics is mature with established players and standard practices, whereas the field of Learning Analytics is relatively undefined with no large players and little standardization in terms of concepts and practices.

As ENVISAGE aims to provide a starting point for this kind of standardization, a main objective for the dissemination plan is to ensure that the relatively disparate entities that can benefit from the project results are reached throughout and after the project. This means targeting individuals, institutions, companies, and other stakeholders across a range of contexts and industries: from teachers and schools to software designers and developers as well as data collection and analysis specialists and academics and universities. Fortunately, the consortium contains representatives from these various areas involved in the development of digital learning software.

In defining the dissemination plan, our objective has been to specify a list of activities that will be executed by the consortium partners via the routes that are most appropriate to their established practices. An additional objective is to make sure that our dissemination activities are effective and aligned with the project's exploitation paths and, for this purpose, we foresee the establishment of an internal mechanism for assessing, correcting or even re-defining our dissemination strategy, in the case where the undertaken activities are not delivering the anticipated impact to provide multiple levels of fail-safe mechanism to ensure that ENVISAGE reaches its maximal impact and contributes to the development of new knowledge and practices, widely, within Learning Analytics.

Given the above, to facilitate the establishment of a coherent dissemination plan, we have identified four different directions that motivate our dissemination activities:

Raise awareness about the project's vision and goals by undertaking all actions necessary to establish and advertise the project's brand as an active player in the domain of establishing Learning Analytics as a field of research and professional practice.

Foster design method and technology uptake by demonstrating the implementation of the developed design principles and technology in concrete examples of digital learning environments, specifically virtual labs, while simultaneously showing how the approaches can be applied to other cases.

Reach out to the end-users by making sure to establish links of communication with educators, educational software developers, data collectors and analyst, and researchers, besides the ones that are already committed to the project.

Diffuse the scientific and technological achievements by advancing the state of the art in the scientific disciplines that are most relevant to the areas of the project, and publishing the obtained results in high-impact venues.

2.2 Target Groups

Based on the directions identified in Section 2.1 we have specified the following groups that are considered as the priority targets of our dissemination activities. The profile of these groups is sketched below.

Educators who are already using or might consider using digital learning environments such as virtual labs in their educational practice. The design methodologies and technological solutions developed through ENVISAGE aim to empower educators to follow and analyse the progress of their students as they interact with digital learning environments. This will bring digital learning environments to a new level of relevance in the classroom and might substantially change how educators understand and apply these tools on a day-to-day basis. Specifically, we will approach the following categories of educators:

- **Teachers at the primary, secondary, and high school level** who will be able to use Learning Analytics as part of their educational practice.
- **Administrators and other decision maker** who decide whether to provide digital learning environments as tools available to teachers at their respective institution(s).

Digital learning software designers and developers

- **Educational software developers** who produce digital learning environments, ranging from simple e-learning quiz/based software to fully fledged virtual labs. These developers' core value proposition is to provide software that supports learning and development in a manner that is aligned with learning goals and curricular content in schools and other educational institutions. Hence, they have a vested interest in providing solutions that can track and document the learning that their products are facilitating.
- **Serious game developers** who develop video games that are specifically targeting learning and development in schools or at home. We predict that these groups would have a substantial benefit from standardized methods and tools for tracking learner

progress and development – and would be able to use this as a differentiating characteristic when designing, developing and marketing their products.

- **Entertainment game developers** who develop software and games that are also used in classroom settings for educational purposes. Examples could include the producers of products such as e.g. MineCraftEdu, SimCityEdu, and Kerbal Space Program. These developers could benefit from Learning Analytics not only in their development process, but also to make sense of how their products are used in educational settings, or even as auxiliary services offered to schools and parents who wish to use their products for educational purposes.

Data collection and analysis specialists will become key players in learning analytics as the field emerges over time. While educators have the expertise to deploy and use digital learning environments supported by learning analytics, and developers have the expertise to produce these tools, neither group has the expertise – or typically the interest – in delivering high performance data storage and analysis solutions that also follow data safety and privacy protection regulation and legislation. We expect a development in Learning Analytics analogous to that which has taken place in Game Analytics where specialized providers enable the collection and analysis of data to game developers and players. We expect two categories of services to emerge where many vendors will provide services in both categories.

- **Data tracking, collection, and storage specialists**, who facilitate the tracking of user behavior and storage of data at large scale and in compliance with regulation.
- **Learning data analysis specialists**, who transform collected data into actionable insights by providing analytic services and reporting interfaces to the end users in the form of learners, educators, parents, and other stakeholders.

Researchers specializing in digital learning will have an interest in following the development of new design methods and technological advancements in learning analytics, commenting on the developed practices and employing them in their own research activities.

Parents/mentors and the public will, eventually, have an interest in using the outcomes of ENVISAGE when it is translated into products that are used for learning in schools and at home. Disseminating the results of ENVISAGE to these groups will provide particularly interested individuals with an opportunity to follow and comment on the outcomes of the product and will start preparing first movers for the arrival of the new technology.

2.3 Instruments and Methods

In addressing the aforementioned target groups and aligning with the specified dissemination directions, we have identified the following instruments:

Project communication kit: Consists of the project's website, poster, leaflet and factsheet, as well as the project's social media accounts (i.e. Twitter, LinkedIn and Facebook - for more information see D6.1 (1)). The first version of this kit has been generated and has been made available to all consortium members for facilitating their dissemination activities. This dissemination instrument is primarily aligned with the direction of raising awareness about

the project and covers mostly the groups of general public and parents/mentors and educators.

Newsletters, press releases and media presence: This is the instrument consisting of printed and electronic media for disseminating the project's achievements. More specifically, the newsletter is a web-based mean for the timely communication of project progress especially for interested professional audiences. As such, at important project milestones, ENVISAGE will release newsletters summarizing the most important of the project achievements that will be distributed through our social media accounts. Equivalently, press releases and media presence are very effective tools for reaching out the general public and raising awareness. All opportunities for media-related communications will be considered during the project lifetime, by seeking participation in media interviews (whenever possible) and by making use of the liaison services of our organizations (e.g. for distributing the press releases).

Demonstration kit: Consists of a set of stand-alone demos showcasing the potential of ENVISAGE technologies, derived from the demonstrator deliverables accomplished throughout the project. As many of these can be run in a browser on any Internet connected personal computer, this provides a highly efficient way of demonstrating the concrete outcomes of the project in vivo. The demonstration kit is well aligned with the direction of reaching out to the end-users and diffusing ENVISAGE's technological achievements.

Direct communication with stakeholders: Based on the marketing-oriented part of the dissemination material, all ENVISAGE partners will approach educators, developers, and data specialists via face-to-face presentations and demonstrations. More specifically, EA will use their extended networks of educators to demonstrate ENVISAGE's technologies, while CERTH, UoM and AAU will leverage their existing contacts with the digital learning technology industry and investigate the potential of testing ENVISAGE's technologies. Goedle.io will use their extensive network within data collection and treatment specialists to disseminate the field of learning analytics as a new potential area for business development. This dissemination instrument is primarily aligned with the direction of fostering design methodology and technology uptake and covers the target groups of educators, developers, and data specialists.

Open source software is the instrument that foresees the publication of the project's software modules in open source repositories, along with the necessary instructions and manuals. Bug trackers and forums for QA forums are also envisaged to support the uptake of the software demonstrators and the creation of a relevant community. Having a strong presence in open source repositories like GitHub, is aligned with the direction of fostering technology up-take and addresses the target group of developers/interface designers.

Scientific publication(s) is the dissemination instrument that foresees the dissemination of the project's scientific results in high quality journals, conferences and workshops. In all cases, we plan to follow the "green model" for making our publications freely available to the public, which foresees publishing our work in prestigious venues and self-archiving the full text in our institutional, on-line repositories and the project's web site. This instrument is aligned with the direction of diffusing our achievements and addresses the target groups of researchers and peers.

Dissemination and liaison at the EU level: We intend to cooperate with the EU Commission and respond to the relevant calls for making known the details of ENVISAGE, cluster with relevant projects, or support the activities of coordination actions that are active in related fields.

2.4 Exploitation Tracks

The general goal of every dissemination activity is to set the ground for obtaining direct or indirect benefits in a shorter or longer term. Thus, a dissemination activity could be more or less effective depending on how much support it can provide in going a bit further along the exploitation track that is most relevant to the exploitation potential of the organization. In the following, we identify and describe some exploitation tracks that are most relevant in the context of ENVISAGE.

Attract clients: The ENVISAGE consortium contains goedle.io, an SME which draws most of its revenue from the free market, providing data storage and analysis solutions. The tracking and analysis technology developed through ENVISAGE could serve as an early entry into a developing market for goedle.io. By taking part in the identification of needs and development of technical solutions, goedle.io positions itself in a highly advantageous position; as the field of Learning Analytics matures, we anticipate that goedle.io will be able to secure new clients because of the project. These clients could be educators or developers as outlined in Section 2.2 .

Scientific excellence: Partners with strong academic and research profile are also present in the ENVISAGE consortium with the largest part of their resources coming from exploiting their excellence. The core competence that is usually developed in these organizations is related to scientific excellence and specialized knowledge and not so much to software tools and services, although the establishment of contracts with the industry or the creation of spin-off companies is also within their current practices. By progressing beyond the current state-of-the-art in Learning Analytics on several related fronts, ENVISAGE offers a great opportunity for the academic and research partners to remain competitive, maintain their good reputation and turn their scientific excellence into an exploitable asset.

Networking: Either in the field of research or enterprise, the communication with like-mind people sharing the same interests and working on similar problems is of outmost importance for every active organization. The participation in related forums, conferences, exhibitions and other relevant events is critical not only for disseminating the project objectives but also for making ourselves (i.e. organization) known among peers, having the opportunity to present your work, discuss your ideas and set the ground for future collaborations.

2.5 Impact Indicators

As already mentioned, among the objectives of our dissemination strategy is to establish the necessary mechanisms that will allow us to assess the impact of the undertaken dissemination activities and impose corrective actions (if necessary). Assessing the impact of a certain activity is a difficult task since there is no clear way to measure the non-tangible benefits of the undertaken effort. However, depending on the nature of the action and the context where this action takes place, there are certain indicators that can actually imply the achieved impact, such as:

Visits/views of the project's website and news blog that are intended to provide the viewer with information around a topic. This topic can be either related to the project's activities, or to activities that are external to the project but related to its fields of study. Tools like Google Analytics or WordPress Analytics will be employed to capture this indicator.

Likes/Followers/friends/connections/people reached which is an indicator that has become popular due to the widespread adoption of social networks and their community oriented structure. Accounts with high popularity are typically considered more influential than others.

Downloads which is a measure that is typically valid for software tools (or knowledge documents) that are made publicly available on the web. This indicator will be particularly important for the software demonstrators that will be released as open source by ENVISAGE.

Impact factor/acceptance rate/citations which are typical indicators for scientific journal/conference publications and show whether your scientific work has made an impact to the related community of peers.

Attendees, which is a rather generic indicator that can be valid for all different types of events (from workshops to summer-schools and even hackathons) and is used to provide a rough estimate about the number of people that received the dissemination message.

Participation which is a project-specific indicator and will be used to measure the number of patients and care givers taking part in the clinical trials, as well as the number of developers/researchers that will participate in the hackathon and workshops (or special sessions) organized by the consortium.

Produced media which is an indicator measuring the amount of printed and electronic material that will be generated by the consortium, such as the number of newsletter, press releases, etc.

Of course, apart from the soft indicators that are mentioned above for measuring impact, we will also consider stronger indicators for assessing the impact achieved by the undertaken dissemination activities like the number of durable collaborations that will result from the direct communication with the stakeholders, the establishment of new (or the extension of existing) products by goedle.io, as well as the number of spin-off companies that will derive from the research partners.

2.6 Methodology for Defining the Dissemination Plan

Finalizing Section 2, all ENVISAGE partners were provided with the content of this section along with the activity description template presented in Appendix A. The goal was for each partner to document the intended dissemination activities using the template of Appendix A and the background information of Section 2. In addition, all partners were asked to provide a short justification explaining their bias in certain types of activities and (if necessary) give more details about the envisaged dissemination activities. The filled-in templates were subsequently summarized into tables, composing a list of concrete dissemination actions allowing the leader of the dissemination task to follow up, assess and eventually correct the planned actions in terms of the reached measured impacts. The adoption of this

methodology resulted in a very smooth process for soliciting the commitments of all partners in terms of the envisaged dissemination activities.

3 Planned Activities and Impact Assessment

3.1 Planned Activities

In order to solicit the commitments of all partners with respect to the envisaged dissemination activities they were provided with the template of Appendix A. In this template they were asked to provide measurable indicators for a list of dissemination activities ranging from newsletters and blog-posts, all the way to demonstrations in exhibitions, scientific publications and communication with the clients. In addition, the partners were asked to identify the point in the project's time-scale when they expect to undertake each dissemination activity (i.e. in terms of semesters). In the following, we provide the filled-in templates for each partner along with the necessary clarifications. Finally, in Section 3.2 we present the aggregated template for the entire project and discuss the distribution of the envisaged dissemination efforts across partners.

3.1.1 ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS (CERTH)

The planned dissemination contribution of CERTH is presented in Table 1 and explained below.

Table 1: CERTH planned dissemination activities.

	Centre for Research and Technology Hellas (CERTH)			
	Year 1		Year 2	
	Semester I	Semester II	Semester III	Semester IV
Communication/dissemination personnel	0,5	0,5	0,5	0,5
Project website	1		1	
Newsletters		1		1
Mass media communication, press releases		1		1
Printed material	1		1	
Audio-visual material			1	
Demonstrations in exhibitions				1
Social networks and social media posts	5	10	15	20
Blogs and online resources		1	2	2
Publications		1	2	2
Workshops				1
Networking	1		1	1
Direct communication with clients				
Cluster with relevant projects and initiatives	1			1

CERTH plans to fully support the **communication activities** that are necessary to successfully carry out the evaluation of the developed technologies. To this end, there will be an employee that will be part-time committed in undertaking the necessary communication tasks through-out the duration of the project. This allocated effort is expected to account for half PM per semester.

As the project coordinator and also the lead author of deliverable D6.1 – “Project Communication kit”, CERTH has already delivered and make sure to maintain a fully functional and constantly updated version of the **project web-site**. The website is currently running under the url <http://envisage-h2020.eu/> and will most probably undergo a revision during the 3rd semester of the project, after the end of the first phase evaluations.

CERTH commits to generate two **Newsletters** at the end of the first and second year of the project. The first newsletter will present the project goals and objectives, while the second newsletter will be primarily focused on the generated results. These newsletters will be distributed through the liaison services offered by CERTH providing access to a high number of journalists.

CERTH will also seek opportunities to present ENVISAGE through **mass media communication and press releases**. It is rather frequent that major publishers in the country reach out to CERTH for making a story about innovation and growth. These stories are subsequently published in the on-line or printed version of the newspaper. Our estimate is

that we will be given the chance to have such an interview twice in the duration of the project, most probably towards the end of the first and second year.

With respect to **printed material**, CERTH has already made available the project's leaflet and poster¹, as part of the project communication kit. This material will be most likely updated after the evaluation results of the first phase.

CERTH commits to generate a **concept video** presenting the main goals of the project and its first results immediately after the first phase evaluation. This will be a 4-5 minutes video addressing the general public, explaining in simple terms the goals and achievements of ENVISAGE.

CERTH commits to demonstrate the ENVISAGE prototypes in one **exhibition**. This will take place towards the end of the project where the scheduled demonstrators will reach the necessary level of maturity. The exact venue for this exhibition will be selected so as to cover both the gaming and educational aspects of the project.

CERTH commits to regularly post in the **social media accounts** maintained by the project. More specifically, we plan to have regular news items posted in our website that will be also transmitted through ENVISAGE's social media accounts. In addition to the news posts, our social media account will also forward, re-tweet, share and like interesting posts coming from our network of social media. We expect for the number of posts to gradually increase as shown in Table 1, as the results of the project becomes more rich.

Apart from the news posts we also commit to author a number of **blog posts** presenting in detail interesting scientific issues that derive from the activities of the project. Next to this blog posts, we also commit to have **5 publications** in prestigious conferences and/or journal, where apart from the discussion we will also present our experimental results. Moreover, in terms of reaching out to the scientific community we also plan to organize a **workshop/special session** in a conference relevant to the scope of ENVISAGE. This also expected to take place in the last semester of the project.

Finally, in terms of **networking and clustering with relevant projects** CERTH, as the project coordinator, commits to take all opportunities given for participating in infodays, ICT events, clustering and concertation meetings. In this direction CERTH has already participated in the Digital Learning - Participatory Meeting of H2020 projects that took place in Luxembourg on the 27th of March 2017.

¹ <http://www.envisage-h2020.eu/dissemination/>

3.1.2 UNIVERSITA TA MALTA (UoM)

The planned dissemination contributions of UoM are presented in Table 2.

Table 2: UoM planned dissemination activities.

	UNIVERSITA TA MALTA (UoM)			
	Year 1		Year 2	
	Semester I	Semester II	Semester III	Semester IV
Communication/dissemination personnel		0,25	0,5	0,25
Project website				
Newsletters				
Mass media communication, press releases				
Printed material				
Audio-visual material				
Demonstrations in exhibitions			1	
Social networks and social media posts		5	5	5
Blogs and online resources		1	1	1
Publications		2	3	2
Workshops				
Networking		1	2	2
Direct communication with clients				
Cluster with relevant projects and initiatives	1	1	1	1

As a scientific partner in ENVISAGE the contributions of UoM focus on delivering and communicating the scientific outcomes of the project.

This will be accomplished partially through scientific publications and conference presentations and participation, and partially by making the technology developed for the demonstrator deliverables in WP2 and WP3 available online.

UoM has a history of publishing in internationally recognized journals and conferences and we expect several such publications to arise from the work accomplished through the ENVISAGE project.

Furthermore, UoM is strongly networked in relation to both developers of digital learning technology, analytics providers, and educators. We plan to reach out to this network through our online presence, social media presence, and at networking events locally as well as globally.

Finally, we will communicate the progress of the project through the project website, our institutional website and through channels of social media available to us to maximize the exposure of the ENVISAGE project and its results.

3.1.3 AALBORG UNIVERSITET (AAU)

The planned dissemination contributions of AAU are presented in Table 3.

Table 3: AAU planned dissemination activities.

	AALBORG UNIVERSITET (AAU)			
	Year 1		Year 2	
	Semester I	Semester II	Semester III	Semester IV
Communication/dissemination personnel		0,25	0,5	0,25
Project website				
Newsletters				
Mass media communication, press releases				
Printed material				
Audio-visual material				
Demonstrations in exhibitions				
Social networks and social media posts			2	3
Blogs and online resources		1	1	1
Publications		2	3	2
Workshops				
Networking	1		2	2
Direct communication with clients				
Cluster with relevant projects and initiatives	1	2	1	1

As a scientific partner in ENVISAGE, AAU also focuses on delivering and communicating the scientific outcomes of the project but AAU's emphasis will be on the shallow analytics and visualizations for learning analytics.

This will be accomplished partly through scientific publications, conference presentations and participation and secondly through industry blogpost. Additionally, posts on social network will be used to announce new publications and blogposts, as results from the ENVISAGE project is ready for publication. Scientific publications are targeting the scientific community and the blogposts are aimed towards the industry and other practitioners. Scientific publications can be time-consuming to write and the publication process slow but blogposts on the other hand, have a shorter turnaround time and provide more immediate exposure. The approach hence enables continuous dissemination, through several channels and to multiple target groups.

Furthermore, AAU has one of the most published experts worldwide on the topic of game analytics, data mining and user profiling on the project and as a result, we expect the aim of several scientific publications to be achievable. AAU's work through the first and second semester is expected to feed into a position paper, reviewing existing learning analytic services develop for a classroom context. The third and fourth semester is estimated to foster two additional publications on the results and the methodological approaches used.

3.1.4 goedle.io GmbH (GIO)

As an SMB partner in the ENVISAGE project, the contributions of GIO are focusing on market research and productizing the outcomes of the ENVISAGE project. This includes testing different traction channels for a potential product, such as getting the right marketing phrases, and also collecting feedback on the product iteratively.

Table 4: GIO planned dissemination activities.

	goedle.io GmbH (GIO)			
	Year 1		Year 2	
	Semester I	Semester II	Semester III	Semester IV
Communication/dissemination personnel	0,25	0,25	0,25	0,25
Project website				
Newsletters				
Mass media communication, press releases				
Printed material				
Audio-visual material				
Demonstrations in exhibitions		1	1	1
Social networks and social media posts	1	12	12	12
Blogs and online resources		2	2	2
Publications			1	
Workshops		1	2	
Networking		2	3	3
Direct communication with clients		2	5	7
Cluster with relevant projects and initiatives		1	1	1

Product Development

GIO will reach its goals by connecting directly to additional schools and publishers of learning software in an iterative approach. Getting the current acceptance known for technology that will be developed in ENVISAGE. Especially, which added value and features are necessary so that education related industry sectors would pay for a productized version of ENVISAGE. Therefore, we prepared a questionnaire² that we plan to send to roughly 100 schools. However, one should note that with 100 schools in total, it is not unlikely that only a single digit number will respond. Depending on the feedback, we will increase the amount until we have enough information about the current situation for data-driven learning approaches. The next iteration will be a questionnaire that focuses more on a concrete product. The final result would be a workshop with different teachers, to present the approach of learning analytics. And collect feedback for a final iteration to shape a product.

These five schools will be approached in a first stage:

- Kaiserin-Augusta-Schule (Highschool in Cologne)
- Gymnasium Kreuzgasse (Highschool in Cologne)
- Realschule Köln-Deutz (Highschool in Cologne)
- Förderschule Sprache (Elementary School in Cologne)

² The first version of the questionnaire can be accessed through this link:
<https://qoo.gl/forms/TyI2qtkqxl7unhAe2>

-
- KGS Gottenring (Elementary School in Cologne)

GIO is also planning to analyze the education category in the Google Play Store and search for analytics tools that are used by apps in this category. GIO has done a similar case study in the past for games developed in Germany³. This will help to find the kind of analytics tools which are used and also how it is possible to connect to current systems, e.g., prior apps that use Google Tag Manager (GTM) or similar services.

Business Development

Besides the direct contact to schools, we have started to engage with the state chancellery of North Rhine-Westphalia (NRW) to find out how such a project can be embedded in the German education landscape. We had the first talk with an advisor of the state chancellery who is responsible for digital education and an expert for gamification in NRW. The next talk will be in May after the elections in NRW. They are also willing to connect us to the ministry of education. This will help us to estimate what is necessary to implement such a project.

We connected to a local telecommunication provider in Cologne, that is responsible for building up the computer infrastructure in schools. This includes also the software which is used by schools in lessons. We are approaching them to get to know how to deliver such a product best and get to know which schools are open minded to test the labs which were created through ENVISAGE. A first networking event will be on the 11th of May, 2017. We will use this to get closer to the right contact person in a school. GIO will continue the market search during the whole project.

Regarding networking and conferences, GIO will participate at technical conferences with focus on (learning) analytics, gamification, machine learning, and technical infrastructure. To improve market knowledge, we will try attending conferences and events for technology supporting educational learning with help of analytics and related technologies.

GIO tries to visit networking events at least every other month. These include local meetups that are focusing on (learning) analytics, gamification, machine learning and e-learning. To get the problems and space better known from a first-hand experience. We will always document such events with a tweet or Instagram post with the hashtag #ENVISAGE #H2020.

Marketing

GIO commits to regularly post in social media accounts. This includes sharing, liking and commenting the social media accounts by the project, and also adapting posts to leverage them in the GIO network. GIO will also write two own tweets per month.

GIO commits to promote and contribute the Unity tracking SDK to the open source community on GitHub. This should help to make it easily accessible and to get more traction to the project. This will also include tweets and a blog post featuring the SDK.

GIO plans to write blog posts roughly once per quarter. These blog posts will be framed very practical. These will be hands on examples and experience from the project, to build a bridge between science, innovation, and economy.

³ <http://blog.goedle.io/2015/07/21/services-used-by-games-2/>

3.1.5 ELLINOGERMANIKI AGOGI SCHOLI PANAGEA SAVVA AE (EA)

Ellinogermaniki Agogi (EA) is an educational partner in ENVISAGE and a provider of primary and secondary education. As such its main focus is on disseminating and communicating at national and European level the outcomes of the project to educational authorities, professional networks and associations of teachers and other stakeholders of primary and secondary education.

Table 5: EA planned dissemination activities.

	ELLINOGERMANIKI AGOGI SCHOLI PANAGEA SAVVA AE (EA)			
	Year 1		Year 2	
	Semester I	Semester II	Semester III	Semester IV
Communication/dissemination personnel	0,25	0,75	0,75	0,75
Project website			1	1
Newsletters			1	1
Mass media communication, press releases			1	1
Printed material		1		
Audio-visual material			1	
Demonstrations in exhibitions			1	1
Social networks and social media posts		5	5	5
Blogs and online resources		1	2	2
Publications				
Workshops		1	1	2
Networking	1	2	3	3
Direct communication with clients	1	1	2	2
Cluster with relevant projects and initiatives	1	1	2	2

This will be accomplished on one hand through participations and presentations in national or/and international conferences on education and on the other through dedicated dissemination events or/and professional development trainings for teachers organized by EA in the context of ENVISAGE or related initiatives.

Furthermore, EA has participated, either as coordinator or as partner, in more than 100 national and international collaborative research projects and networks and is an institutional member of ECSITE (European Network of Science Centres and Museums), EDEN (European Distance Education Network) and STEDE (Science Teacher Education Development in Europe) Network. Through these projects and networks, EA has developed sustainable communication channels with many schools and institutions and their staff, which it will utilize for the effective dissemination of this project.

Finally, EA will contribute to the communication of the project's progress, main developments and outcomes through the project website, the institutional website and through channels of online media available in order to maximize the impact of the ENVISAGE project and its results.

3.2 Summary of activities and distribution of dissemination effort

Based on the aforementioned templates that were filled-in by each partner we have generated Table 6 that aggregates the provided figures for the entire consortium. This is considered as the target of our dissemination efforts and is essentially the core of our dissemination plan. We can see that the anticipated activities are of sufficient scale and ambition, including all different types of dissemination instruments. However, we should note that Table 6 does not take into consideration the joint activities that will be undertaken by two or more partners of ENVISAGE consortium. For instance, a joint publication or the joint organization of a workshop by two different partners may constitute a single activity but it is counted twice in the table below.

Table 6: Aggregated figures for the dissemination activities of the entire project.

	ENVISAGE				TOTAL
	Year 1		Year 2		
	Semester I	Semester II	Semester III	Semester IV	
Communication/dissemination personnel	1	2	2,5	2	7,5
Project website	1	0	2	1	4
Newsletters	0	1	1	2	4
Mass media communication, press releases	0	1	1	2	4
Printed material	1	1	1	0	3
Audio-visual material	0	0	2	0	2
Demonstrations in exhibitions	0	1	3	3	7
Social networks and social media posts	6	32	39	45	122
Blogs and online resources	0	6	8	8	22
Publications	0	5	9	6	20
Workshops	0	2	3	3	8
Networking	3	5	11	11	30
Direct communication with clients	1	3	7	9	20
Cluster with relevant projects and initiatives	4	5	5	6	20

Apart from the aggregated figures we have also generated Table 7 with the aim to present the distribution of the dissemination efforts across ENVISAGE partners. In order to represent the intensity of the contribution for each partner we use “x” for low intensity, “X” for high intensity and nothing for no activity. We can see that the effort is distributed across all partners and that every partner contributes via the means that are most relevant with its expertise.

Table 7: Partners’ contribution in dissemination activities.

	CERTH	UOM	AAU	GIO	EA
Communication/dissemination personnel	X	x	x	x	X
Project website	X				X
Newsletters	X				X
Mass media communication, press releases	X				X
Printed material	X				X
Audio-visual material	X				X
Demonstrations in exhibitions	x	x		X	X
Social networks and social media posts	X	x	x	X	x
Blogs and online resources	X	x	x	X	X
Publications	X	X	X	x	
Workshops	x			X	X
Networking	x	x	x	X	X
Direct communication with clients				X	X
Cluster with relevant projects and initiatives	x	X	X	x	X

3.3 Monitoring and Impact Assessment

In order to constantly monitor and keep track of the undertaken dissemination activities we have set up an activity/event reporting mechanism. This mechanism is essential a questionnaire (2) that was constructed based on the template presented in Appendix A and was made public using the corresponding service offered by Google Docs (3). Then, all partners were requested to fill-in this short questionnaire every time they performed a dissemination activity. In this way, we will be able to keep track of the undertaken activities in an automated way and have the flexibility to aggregate and present our activities from different perspectives (i.e. since all answers are documented as excel files) facilitating our dissemination report and impact assessment.

Finally, in terms of setting concrete and measurable objectives for assessing the impact of our dissemination activities and based on the filled-in templates of Section 3.1 we have assembled Table 8 specifying the overall consortium targets. The fulfilment of these targets will be evaluated on M14, where we will assess the impact of our activities and update our dissemination plan as part of D6.4.

Table 8. Dissemination impact indicators and measuring methodology.

DISSEMINATION ACTIVITY	OVERALL DISSEMINATION OBJECTIVE	INDICATORS	CONSORTIUM TARGET	Source/Methodology
NEWSLETTERS	Disseminate to our target groups the project's progress, achievements and activities	Number of Newsletter publications	4	Project reporting
		Number of subscriptions	100	Mail list record
CONF & EVENTS	Disseminate to our target groups in related events and identify commercial interest in our results	Number of events with project's presence	10	Project reporting
		Attendance (target groups)	5000	Participant's list
		Potential client identification	30	Participant's list
WORKSHOPS	Disseminate to our target groups and get feedback on the scientific and commercial value of our results	Number of organized workshops	2	Project reporting
		Attendance (target Groups)	40	Participant's list
		Potential client identification	3	Participant's list
SCIENTIFIC DISSEMINATION	Diffuse scientific excellence and detect scientific interest in our results	Number of Publications	10	Project reporting
		Possible collaborations with the industry and/or SMEs	1	Project reporting
PRESS & MEDIA	General dissemination for reaching a wider audience and communicating the project's vision and objectives	Number of media publications	12	Project reporting
		Audience reached	40000	Estimated projections based on the media popularity
SOCIAL NETWORKS	Reach our target groups to encourage and stimulate communication in the fields related to ENVISAGE	Twitter (representative followers)	100	Social account analytics
		Twitter dialogue (tweets)	300	Social account analytics
		Facebook (likes)	300	Social account analytics
		Facebook (people reached)	10000	Social account analytics
		LinkedIn (group members)	100	Social account analytics
		LinkedIn (discussions)	80	Social account analytics
WEB	Dissemination channel to inform about the progress of the project, activities going on and related achievements	Visits (unique IPs per month)	600	Google analytics
		Published News	40	Blog entries
		Downloads (publications, deliverables, open source modules, etc)	100	Google analytics

4 Conclusion

The dissemination plan of ENVISAGE laid out in this document has been designed to incorporate the contribution of all consortium members and to facilitate it's the project's overarching goal, i.e. to foster the up-take of the developed methods and technologies by a wide group of educators, developers, and analysts. The envisaged activities contain a mixture of dissemination instruments that are employed based on the dissemination objective and the addressed target group. In addition, attention has been paid to associate every dissemination instrument with an indicator to measure its impact and evaluate its effectiveness. This methodology for impact assessment together with the mechanism established for monitoring the undertaken activities using an on-line questionnaire, ensures that the resources spend on dissemination activities will maximize the gain of our project.

5 References

1. **Nikolopoulos, Spiros, et al.** *D6.1 Project Communication Kit*. s.l. : ENhance Vlrtual learning Spaces using Applied Gaming in Education.
2. **ENVISAGE Dissemination Event Reporting Questionnaire.** [Online] ENVISAGE Dissemination Event Reporting Questionnaire, <https://docs.google.com/forms/d/13uANQVckjXovCRV7RNJgD-O4x5pIgShLsCs5Wv0juuk>
3. **Google Docs.** [Online] <https://www.google.com/docs/about/> .

A Appendix – Template for Soliciting Dissemination Commitments

	<Name of the organization>			
	Year 1		Year 2	
	Semester I	Semester II	Semester III	Semester IV
	I	II	III	IV
Communication/dissemination personnel				
Project website				
Newsletters				
Mass media communication, press releases				
Printed material				
Audio-visual material				
Demonstrations in exhibitions				
Social networks and social media posts				
Blogs and online resources				
Publications				
Workshops				
Networking				
Direct communication with clients				
Cluster with relevant projects and initiatives				

B Appendix – Template for Dissemination Activity Reporting

ENVISAGE Dissemination Event reporting

15/05/2017, 00.06

ENVISAGE Dissemination Event reporting

Please spend a minute to provide us with all the information we need in order to be able to report the dissemination events of the ENVISAGE project.

By collecting & publishing your information we can report to the EC the dissemination work of the ENVISAGE project and we can also give your dissemination event some extra impact!

We've made it as easy as possible!

*Påkrævet



About you

1. What is your name? *

2. What company/institution you work for? *

Markér kun ét felt.

- ☐ CERTH
- ☐ UoM
- ☐ EA
- ☐ goedle.io
- ☐ AAU

<https://docs.google.com/forms/d/13uANQVckjXovCRV7RNJgD-O4x5pIqShLsCs5Wv0juuk/printform>

Page 1 of 5

About the Event/Activity

3. Type of Event/Activity *

For example, publication in a conference, demonstration in an exhibition, communication with a potential client

Markér kun ét felt.

- ☐ Newsletter
- ☐ Media communication (e.g. press release)
- ☐ Audio-visual material
- ☐ Demonstration in exhibition
- ☐ Publication in conference/journal/workshop/special session
- ☐ Attendance (without publication) of a conference/workshop/school
- ☐ Organization of workshop/special session/seminar
- ☐ Networking and clustering
- ☐ Communication with potential clients

4. Official Title of the Event/Activity *

State the official title of the related event if applicable

5. Place of the Event/Activity

Mention the place where the event/activity took place (include both the town and the country)

6. Date of Event/Activity

State the date and place of the activity (if applicable)

Eksempel: 15. december 2012

7. URL of the event/activity

Provide the url of the event/activity (if applicable)

About the Impact

11. Purpose of Activity *

Select from one of the following categories:

Markér alle, du er enig i.

- ☐ Raise awareness
- ☐ Foster technology uptake
- ☐ Reach out to the end-users
- ☐ Diffuse the scientific and technological achievements
- ☐ Andet: _____

12. Measurable Impact *

Select the indicator from the following list & note the numbers / percentages below:

Markér kun ét felt.

- ☐ Visits / Views for web sites.
- ☐ Likes / Followers / Friends / Connections for social media.
- ☐ Downloads for tools / apps / software components.
- ☐ Attendees for events (provide an estimate of the number of people who will attend the event)
- ☐ Acceptance rate for conference publications
- ☐ Impact factor for journal publications.
- ☐ Participation (mention the number of subjects participating project organized activity like the clinical trials, the hackathon, organized special session, etc).

13. Measurable Impact Details

Provide the value for the above selected impact indicator (e.g. 400 attendees)

14. Exploitation pathway *


Select from the following categories:

Markér kun ét felt.

- ☐ Attract clients
- ☐ Scientific excellence
- ☐ Networking
- ☐ Option 4

15. Notes

Provide free text that you may consider useful for describing your dissemination activity

Leveret af
 Google Forms