Project title: L-Cloud: Developing Tomorrow's Cloud Education Leaders

Reference number: **2018-1-CY01-KA201-046859**

Implementation period: October 2018 – September 2020

L-Cloud Dissemination Strategy (Updated: 25.3.2019)

What will be the target groups of your dissemination activities inside and outside your partnership? Please define in particular your target audience(s) at local/regional/national/EU level and motivate your choice.

Project objectives:

1.

2.

The purpose of this dissemination strategy is to ensure that awareness about the results of the project, multiply the effects and assist the sustainability of the project. At the same time, we want to use communication and dissemination to support the pilot study through attracting visitors to experience the prototype and provide their feedback.

Objectives:

1. Dissemination to create awareness: We want to inform people of the work of our project. This addresses those target audiences that do not require a detailed knowledge of our work but it is important for them to be aware of our activities and outcomes.

Creating such an awareness on the results of our project will help the "word of mouth" type dissemination and assist our team in building an identity and profile within the National and European community.

2. Dissemination to create understanding: This refers to a number of groups/audiences that we need to target directly with our dissemination. This is because we believe that they can benefit from what our project has to offer. It will be important, therefore, that these groups/audiences have a deeper understanding of our project.

3. Dissemination to stimulate action: Stimulating Action refers to an increased interest resulting from the research but also from the course development and communication generated by our project.

Indicative Target Groups in general for all partner countries:

  - Educational Leaders, Educational Researchers

  - Policy makers at national and European level as well as some national Ministry connections

  - Educational Journalists/media

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 educational managers (e.g. to the general managers of the GO! school districts).

  - Cooperation with researchers on education systems and teacher training providers, for example, Free University of Brussels, University of Ghent, Flemish Community schools and Eramushogeschool Brussels.

  - Informing the National Agencies of programme and partner countries.

A detailed dissemination plan is created for all project duration and it is agreed amongst all partners for cohesion reasons and maximum results, based on the following 3 chapters:

1. Dissemination on the organization level:

All partners will disseminate project information through their networks and related organizational events.

2. Dissemination on the National level:

All partners involved will use their educational related project activities within their countries to disseminate results based on the project's target audiences, mainly educational leaders. For example: our partner in Greece, is currently cooperating closely with public schools for a large-scale research project (e.g. http://gameit.gr/). Moreover, Doukas School will be coordinating the pilot activities of a number of Greek public schools in the contest of 'iRead' HORIZON2020 project https://iread-project.eu. All partners will also use their vibrant social media for achieving even greater dissemination results.

3. Dissemination on the European level:

 All partners will use their European educational networks to disseminate information. For example, Doukas Schools is the coordinator of "School on the Cloud" EU Network (www.schoolonthecloud.eu). This network has 55 partners, which spreads across 17 EU countries and includes schools, universities, educational authorities and companies. The numerous communication channels of this network will be exploited in order to promote project activities. Also, all partners can disseminate information at European conferences they regularly participate or on public papers on school education.

Also, we will develop tools for this project to be used for dissemination, the website and social media pages. Also, the press conference and related press releases and Q&A that will be used to create further

awareness and interest on the topic/course, newsletters, material translations, power point presentation and so forth.

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Which activities will you carry out in order to share the results of your project beyond your partnership?

As it has already been mentioned on the previous point, our dissemination will not only include the tools and actions that will be created for this project for dissemination purposes but will also use extensively the networks of all partners for achieving maximum dissemination results. The dissemination and exploitation strategy will include, among others the following:

• Project's website: will act as one of the main sources of information available to all the different categories of stakeholders and the first point of contact and ongoing communication mechanism with external audiences. The website will provide significant levels of interactivity in a consultative process, particularly with highly motivated, proactive stakeholders. Its contents will include: the training materials, handbooks, an overview/description of the project, its purpose and goals, description and contact details of the consortium partners, research results, events (e.g. meetings, training activities news, related links and a contact/queries form).

•Personal communications: One of the primary means of stakeholder outreach in L-CLOUD will be by email. Email will function as one of the primary means of engaging stakeholders, particularly the highly critical and relevant groups. These stakeholders will receive mainly newsletters.

•Local dissemination and round-table event (Focus Group event in the first year) to raise awareness are a means of developing national and international connections with all relevant stakeholders and engaging in a direct, face-to-face communications and discourse. The L-CLOUD consortium will organize 1 Multiplier event for each country in the second year. These events will provide the opportunity for different categories of stakeholder to engage with the consortium partners and discuss the project's methodologies. The events seek to stimulate an exchange of the project's conclusions and recommendations with stakeholders and promote interaction among different types of stakeholders, including policy-makers, academia, Educational Leaders and Educational Researchers.

•Partners of the consortium will also participate in external conferences/ and seminars each, for presenting the project in order to increase visibility and sharing of results.

• Media communications and press releases: As part of its dissemination strategy, the partnership will prepare a project narrative and issue media communications and press releases of national media. In addition to English, press releases will be prepared in partner's languages for distribution to the media and other stakeholders on completion of specific project milestones and publication of Outputs. The consortium will publish 4 Newsletters issued throughout the project life addressed to the target groups and stakeholders of the progress made and achievements and that will be used as a baseline for external communications by all partners.

•Online social networks are another dissemination tool/channel. The L-CLOUD Partnership believes this is a good means of outreach to the public. L-CLOUD results may be disseminated through popular social networks such as Facebook. Regular provision of updates on planned and completed activities of the

project via the project's website, the partners' websites and the social media that each partner uses (social networks, blogs, social sharing websites, forums, etc.) will be pursued.

•A project visual identity includes the project logo and the project flyer, with information on the project, the partnership and the expected results and, finally, specific templates for the deliverables to provide uniformity. The leaflets will be produced by P1 in English and by the rest of the partners in the consortium languages (Greek, Spanish, French, Italian, Romanian).

•Registration at the EU dissemination and EPALE platforms.

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Who will be responsible for the dissemination activities within your partnership and which specific expertise do they have in this
What resources will you make available to allow for the proper implementation of your dissemination plans?

All partners will be responsible for dissemination activities. Each partner organization has the necessary experience in implementing various kinds of European and national projects, and thus is able to provide the necessary conditions for the dissemination activities. To ensure European coverage of the project results dissemination activities will be carried out simultaneously by all partners. The contribution of all partners of the consortium is considered valuable and critical in reaching the dissemination goals. Each partner will undertake dissemination in their respective country and will contribute to the promotion of the project at national and European levels. Organizations will include project information on their websites, and profiles on social networks.

The dissemination plan will be developed by the PM and the partners' representatives. This plan is a result of all partners' input based on the means they have available in terms of networks and the way dissemination is done most effectively in their countries. Once this plan is agreed and dissemination actions are created, (e.g. announcements, press releases etc), then each partner will be responsible for implementing the dissemination activities for their countries and for those activities that, through their networks, can reach additional European countries who are not part of this consortium.

Annexed to the strategy, P1 will also include all the appropriate mechanisms for measuring performance and the impact of the dissemination activity, such as questionnaires, participants' lists, database of target group, database of stakeholders and a monitoring tool for all awareness raising activities carried out at local, regional, national and European level. The partners will have the responsibility of updating all tools, depending upon each completed task and forward them to the lead partner of each project activity.

The resources available will be the material such as announcements and press releases, the social media pages and the website that will be created for this project.

A final dissemination report will be compiled at the end of the project, with an analysis of all dissemination activities carried out within the partnership, the feedback received, the monitoring tool with all the activities and the supporting evidence.