Dissemination, Valorisation and Sustainability Plan

Project Funding

Disclaimer

Executive Summary

This deliverable focuses on the dissemination and long-term sustainability of the ICTeEfS tangible outputs and services. We have set-up a dissemination strategy upon which partners' will be following-up throughout the project based on measurable indicators. This deliverable also aims at setting out ICTeEfS strategy and objectives related to awareness raising and dissemination. It also identifies target audience, potential dissemination tools and channels to which address effective promotion and exploitation of the project. It consists of multiple sources, means and approaches. Most of our dissemination activities will be delivered through the digital and social media such as Internet, TV, social media etc. Participation in international conferences and other local and national events will also be used. There is an attempt to use effective dissemination methods that engages the recipient in a process whether it is one of increased awareness, understanding or commitment and action. Another basic aim is to reach a wide audience of stakeholders, decision makers and special interest groups for disseminating the outcomes and outputs of the project. Activities in this regard range from the simple provision of links from institutional web sites to the project's portal, to postings featuring ICTeEfS on partner's institutional web sites, to seminars/workshops to articles in institutional newsletters and publications. We have also used our networks, especially the Global RCE Network, partners' Websites and TV channels.

Table of Contents

Introduction

The Dissemination Plan addresses the following questions;

1. What is dissemination?
2. What do we want to disseminate?
3. Who are our stakeholders and what are we offering them?
4. When do we disseminate?
5. What are the most effective ways of dissemination?
6. Who might help us disseminate?
7. How do we know we have been successful?

What is dissemination?

Dissemination is making information available and usable to various audiences through a wide variety of channels or formats. Effective dissemination of results means that the right people get the right information in a timely manner and in the right format. Dissemination addresses the activities and actions planned to promote ICTeEfS.

We have approached the dissemination in three different ways:

1. Dissemination for Awareness; here we wish people to be aware of the work of ICTeEfS project. This is useful for those target audiences that do not require a detailed knowledge of our work but it is helpful for them to be aware of our activities and outcomes. Creating such an awareness of ICTeEfS project will help us build an identity and profile within our community (*COMMUNITY*)

2. Dissemination for Understanding; here there are a number of groups/audiences that we will need to target directly with our dissemination. This is because we believe that they can benefit from what ICTeEfS project has to offer. It will be important; therefore, these groups/audiences have a deeper understanding of the project's work (*STUDENTS & STAFF*)

3. Dissemination for Action; here a change of practice will take place. This change results from the adoption of products, materials or approaches offered by ICTeEfS project. Here the targeted groups/audiences are in a position to "influence" and "bring about change" within their organizations (*DECISION MAKERS*)

What do we want to disseminate?

The type of information about ICTeEfS project we decided to disseminate depends on our audience; their needs, time, and ability to understand the information. Like the majority of educational development, the core objective is the need to disseminate the activities and outcomes of ICTeEfS project to a particular community or communities. It is essential, therefore, that ICTeEfS team have a shared vision and common understanding of what to disseminate together with a way of describing this to those that are outside ICTeEfS project and who may stand to benefit from our work.

The ICTeEfS strategy for dissemination

A widespread dissemination of the ICTeEfS project's activities and results is considered as crucial for the success of the project, and will facilitate the exploitation (market introduction) and deployment of the project's outcomes. The ICTeEfS dissemination strategy has been developed to foster project results and impacts – at local/national/international level - even after project lifetime. Dissemination activities are fundamental for the project. For this reason ICTeEfS dissemination actions and strategies have been planned and shared at an early project stage.

The Dissemination Strategic Plan is the direct result of a thoroughly collaborative effort by all the participants. This plan is primarily addressed to the project partners thought it could prove useful at a later date to other stakeholders drawn to the needs and eventual benefits of the research. The recommendations of the present plan are merely introductory– which means that updates to policies and strategies may occur. The dissemination mission is to communicate and promote the methodology and findings of the project and develop a response mechanism between the consortium and the various stakeholders. The communication objectives are the following:

- Introduce the project, its activities and results to a wider audience;
- Make partners aware of basic information regarding the ICTeEfS project and activities, as well as how to get involved;
- Initiate active interaction with partners and receive feedback and reactions about the project tasks and activities;
- Undertake widespread promotion and dissemination of current tasks undertaken by the ICTeEfS project;
- Promote participation of key staff involved in conferences and other events.

Dissemination methods to be used and related activities concern:

- Preparation of a website of the project
- A project presentation brochure
- Leaflets
- Publications
- Congresses and conferences
- Organisation of national workshops
- Organisation of an international conference
- Social/printed media
- Press releases Flyers
- Articles in popular press
- Videos
- Media briefings
- Presentations
- Exhibitions

ICTeEfS stakeholders and how to disseminate to them?

ICTeEfS stakeholder can be defined as: "Any group or individual who can affect, or be affected by the achievement of ICTeEfS objectives, or can influence these objectives."

ICTeEfS stakeholders include:

1. Community not directly involved in the project; summary of results to create support for the programme, meetings, discussions, mass media, pictures, newsletters (During and after).
2. Community directly involved in the project; full results and recommendations to help put them into action by participating in evaluation, meetings, study of results, mass media, pictures, newsletters (During and after).
3. Project staff; recommendations to help put them into action through participation in evaluation, meetings, study or report (During and after).
4. District-level departments, agencies, organisations; full results or summary only for analysis of lessons learned and policy decision-making full report or summary discussions (After).
5. Regional-level agencies and departments; same as district-level, summary through discussions and meetings (After).
6. National-level ministries, agencies, organisations; full results or summary analysis of lessons learned for policy-making, full report plus summary discussions (After).
7. International agencies; full results for lessons learned and policy-making, summary through discussions, meetings, networking (After).

When do we disseminate?

The followings were considered when planning the timing of dissemination activities:

1. Information should be disseminated to the stakeholders throughout the project period.
2. Starting early usually increases the impact of dissemination.
3. ICTeEfS target audiences/groups considered.
4. The required level of dissemination.

Methods of dissemination;

The followings were considered when planning the ways of dissemination:

1. Matching means of dissemination to ICTeEfS objectives.
2. Adopting a multi-strand approach to dissemination to ensure efforts are effective (disseminating using just one method is unlikely to be successful).
3. Exploring and evaluating the most effective methods which are appropriate to meet the needs of ICTeEfS stakeholders.
4. Varying dissemination media will increase chances of success of dissemination process.
5. The following is a dissemination template has been developed to help partner institutions plan, catalogue and present their dissemination activities.

Civil society and media

Dissemination activities will aim at raising awareness of the ICTeEfS benefits to civil society (e.g., the general public, national and international media, etc.) and thereby at creating positive attitudes towards the publicly funded research and research infrastructures. ICTeEfS can contribute to civil society by improved weather, climate, and air quality predictions due to availability of data and novel scientific findings resulting from ICTeEfS and by creating awareness on the environmental challenges that society is facing. Important is also the promotion of the dialogue between researchers and society to translate scientific knowledge into practical language and applications. ICTeEfS can benefit educators by offering expertise, training and knowledge transfer as well as educational material, e.g. courses on atmospheric composition and processes for different degree of students. The media will also be used as a dissemination channel (e.g. through press releases, articles, etc.), to engage with the different ICTeEfS target audiences.

Mechanisms for communication and dissemination

Scientific journal articles and other publications

The main goal is to provide the means needed for realizing "excellence in science". ICTeEfS data and service producers and users will be encouraged to publish articles in peer reviewed journals and in other publications to disseminate the outcomes and impact of the activities. In these articles ICTeEfS should be acknowledged for providing the data, or the data should be cited with a data-DOI number.

Wide awareness of the ICTeEfS programme	**Students (pre-service teachers); In-service teachers; Teaching staff; Academia; Organisations; Industry; Community, etc.**	**Website visibility; Flyers & brochures distributed; Number of publications (30-40), events (8-10), workshops, presentations (10-15), etc.**	**Reliability and usability of the Website & server; Regularity of updates; Information flow and level of communication**
Uploading of ICTeEfS products/outcomes on the project website/porta; the Euro-Asia Network of ICTeEfS and RCEs Global Network.	**Students; Teaching staff; Academia; Organisations; Industry; Community, etc.**	**Number and frequency of downloading outputs/outcomes.**	**Increased interest in the ICTeEfS products; Quality of the materials uploaded. Regularity of updates**

ICTeEfS web portal

The ICTeEfS web portal (www.ICTeEfS.eu) is the central platform of ICTeEfS dissemination to all the target audience from the internal ICTeEfS community to researchers, stakeholders, potential collaborators, and to the general public. On the web portal, visitors can find the latest news, events, publications, on-going activities, and projects results related to the Research

Infrastructure. In addition, every partner country can also have its own national ICTeEfS web pages, providing information in its own language about the project.

ICTeEfS biannual reports

A special template for reporting biannually has been developed in which partners will share their activities and works done in relation to the project objectives, milestones and indicators. The biannual reporting is a means for monitoring and quality assurance describing the status and progress of ICTeEfS partner involvement in each work package.

Media and social media

Different channels of social media shall be used for different purposes. ICTeEfS Whatsapp is the central social media channel to facilitate discussion about ICTeEfS among the partners. It is also planned to have a Facebook page and connect our activities with partners' social media. The RCE regional and European networks are key means towards this end. Media is used to engage the civil society and more over to raise awareness of the importance of ICTeEfS locally, regionally and globally. In addition, the media can be used as a dissemination channel (e.g. through press releases, articles, etc.) to engage with the public, decision making bodies, and other interested groups. In order to ensure the widest coverage, press releases and other press materials will be done in cooperation with the ICTeEfS countries.

Promotional material

Different kind of printed and digital materials (such as brochures, booklets, flyers, posters, etc.) will be created. The content of these materials will be tailored to specific audiences and the type of dissemination activity as, for example, conferences, exhibitions etc. The materials will be updated regularly and they will be available online, possibly translated into a number of different languages depending on the audience.

Events

Events arranged by ICTeEfS

Once operational, ICTeEfS shall organise events such as conferences, workshops and networking spaces to increase the awareness, visibility, and image of the RI. Workshops and informal meetings help also to establish and enhance partnerships, which can initiate future joint activities and increase or reinforce commitment and support of different partners. Particularly, ICTeEfS will organise specific events in various local, regional and international conferences.

Events attended by ICTeEfS

Scientific conferences and other forums are important means to reach different scientific user groups with different backgrounds. In these forums the communication activities account for oral presentations, posters or presentation booths and networking events. Members of the ICTeEfS consortium will be encouraged to promote ICTeEfS at various international meetings and conferences.

Performance reports

As stated earlier the ICTeEfS biannual reports will provide information about dissemination activities in each member institution and country. ICTeEfS will also use performance reports internally in terms of provision and use of their services, data quality, financial management, and communication activities.

Overview of the dissemination audiences and methods of measurement

Table 1. Overview of the different target audiences of ICTeEfS communication and dissemination, and the planned methods for reaching out to them.

Target audience	Means of dissemination								
	Scientific articles and publications	Web portal	Science and User Forum	Partners media	Biannual reports	Media and social media	Promotional material	Events	Performance-reports
ICTeEfS facility		X	X	X	X			X	X
ICTeEfS partners and local & national school communities	X	X	X		X	X	X	X	
Other academic institutions and networks	X	X			X	X	X	X	
International networks	X	X	X		X	X	X	X	
Policy, decision makers and stakeholders	X	X			X		X	X	X
Civil society and media	X	X					X		

Performance Measuring and Monitoring

Monitoring

In order to assess the effectiveness of dissemination mechanisms outlined in this document, the ICTeEfS Coordinating Office will monitor dissemination using Key Performance Indicators (KPIs). Different KPIs that are currently planned to be established are detailed more thoroughly below. Target values of the dissemination will be defined at a later stage by the ICTeEfS Board of Management. The Coordinating Office will use the information gathered from its dissemination activities, ensuring that the focus will be allocated using the most efficient mechanisms.

Key Performance Indicators

Scientific journal articles and other publications

The main motivation of ICTeEfS is to serve science. Therefore, it is crucial for ICTeEfS to monitor its impact on scientific research. This is done by following up on scientific journal articles and publications using ICTeEfS data and services as follows:

- Number of ICTeEfS data sets referenced. This can be monitored if ICTeEfS data is referenced with a data DOI.
- Number of articles published using and acknowledging ICTeEfS services (access, other consultation).
- Number of references to an article citing or acknowledging ICTeEfS. This is the second level scientific impact of ICTeEfS. This indicator has a long-time lag between the service provided and the impact observed.

ICTeEfS use of networking

Tracking the performance of ICTeEfS Online Community of Practice and other web media used is done with the help of different analytical tools such as Google Analytics by monitoring the following:

- Number of visits and individual visitors
- Number of clicks of selected key links
- Number of downloads of different materials

ICTeEfS biannual report

Social Media

Tracking the performance of the ICTeEfS social media channels is done by monitoring the following, adjusted to the functions available for each social media channel:

- Number of followers. This is an indicator of the number of users directly following ICTeEfS in social media.

- Number of shares per post. This indicates whether the reached audience feels the message important enough to be distributed further and attached to the user's own name and profile.
- Number of people reached. This is the total number of people reached by social media.
- Number of link clicks. In social media the space available or realistic for an individual post is limited, and the more detailed information is provided via a link. This indicator provides information how many of the reached persons have deeper interest to the content of the post.

Promotional Material

Tracking the performance of promotional material is done by monitoring the following:

- Number of flyers and other promotional material distributed. This indicates the size of audience reached in different events.
- Number of different language versions of promotional materials. This measures the potential of reaching a wider general public in different countries.

Other dissemination measurements are:

- Number of events organized by ICTeEfS and number of participants attending such events. These indicators are used for estimating the interest that different user or collaborator groups have in ICTeEfS
- Number of events attended by ICTeEfS. This is a measure of how actively ICTeEfS is promoting the project activities and outputs. This includes talks and posters as well as exhibition booths.
- Number of organizations collaborating with ICTeEfS. This is a measure of success of communication and liaison activities towards all kinds of organizations in the fields related to ICTeEfS.
- Number of applications using ICTeEfS services. This is a measure of interest in ICTeEfS services, but also a measure of dissemination of information about the services.

Roles in dissemination

- The general coordination of external communication and dissemination of ICTeEfS is under the responsibility of the Coordination Office and project coordinator.
- Each partner institution will also plan its dissemination activities internally and externally. It is advised to form a group to handle dissemination activities.
- The local coordinator will also coordinate other partners regionally and identify ways for dissemination.
- Partners disseminate information at national and international level.

The ICTeEfS strategy to long-term sustainability

Sustainability is the capacity of an organization to achieve long-term success and stability and to serve its stakeholders. Sustainability is about maintaining and continuing program services after a funding period is over and ensuring that the organization continues to exploit the outcomes of the project. "Sustainability" in other words refers to the continuation of a project"s goals, principles, and efforts to achieve desired outcomes. To this end, the following actions seem to be of strategic importance:

- Evaluation and continual quality improvement;
- Building and strengthening organizational capacity;
- Expanding partnerships;
- Identifying new funding streams and diversifying sources of funding; and
- Building a case for systems or policy change.

All the above lead to the following strategies needed to be adopted in the process for maintaining the ICTeEfS project in the long-term.

Contextualisation

By embedding ICTeEfS competences, knowledge and skills into the local context students and university staff will gain valuable insight into the environmental, social and economic impacts of their work, their workplace and their community. This in turn will help enhance the relevancy of curriculum reform in the local context with consequent implications for the long-term sustainability of the project.

Open communication

Information flow within a program, among partners, and with the community as a whole is essential. Programs that are flexible and communicate regularly with their stakeholders are in a better position to strengthen their capacity for sustainability.

Institutionalisation of the ICTeEfS

TheICTeEfS will become part of an interfaculty programme targeting undergraduate students in each partner university. This guarantees the long-term sustainability of the ICTeEfS programme. Interdisciplinarity and a whole-of-institution approach will be adopted. Thus, the ICTeEfS project focuses upon to help improving the quality of teaching and learning in each partner institution presently and in the future. The project adopts a capacity development approach that provides materials to support university staff in developing the institutionalisation approaches in their own universities. The regional training workshops will explore an approach to embedding ICTeEfS into the culture of a University utilising multiple „entry points" to make sustainability part of every aspect of an institutions' operations.

The ICTeEfS Online Community of Practice and the ICT Labs

The ICTeEfS Online Community of Practice (OCoP) considers university instructors as part of a "critical community" of practitioners committed not only to improve the quality of teaching and learning in their institutions, but also to transform those structures, practices and behaviours that provide constraints to turning their universities into sustainable ones. The ICTeEfS OCoP provides a virtual space in which university staff and other practitioners across its consortium members can come together, share stories and experiences, and solve problems pertaining to the ICTeEfS tasks and activities. This service will not only be used within the ICTeEfS members but also extended to other university staff in the region and beyond that. This instrument has been designed and it is available in the ICTeEfS website available at http://icteefs.frederick.ac.cy/

The ICTeEfS Dissemination Template

ICTeEfS DISSEMINATION ACTIVITIES					
Partner University					
No	Event*	Date	Place	Target**	Outcomes***

* Any type of event such as training workshop, meetings, website, media/press releases, briefings, mailing lists, newsletters, etc.
 ** To whom the event was addressed?
 *** Describe shortly what has been achieved, giving quantitative and qualitative information

Dissemination timetable

The following example is a table that may illustrate the dissemination activities of the project based upon a month-by-month delivery schedule

Activity	Month		
	1 -12	13 – 24	25 - 36

The following is another template to be used for registering and summarising the workshops used for dissemination purposes.

Date	Workshop	Type	Place	Audience	Reference

Another template for listing the scientific publication

LIST OF SCIENTIFIC PUBLICATIONS				
No	Title of publication	Author(s)	Title of periodical/proceedings/book	Vol., No., Pages, Year, Publisher/Editors