Dissemination Plan

<table>
<thead>
<tr>
<th>Project Reference:</th>
<th>FP6-2002-IST-1-507844</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code:</td>
<td>D 10.1</td>
</tr>
<tr>
<td>Version &amp; Date:</td>
<td>&lt;2, 21/06/2004&gt;</td>
</tr>
<tr>
<td>Editing:</td>
<td>&lt;EA, ECSITE&gt;</td>
</tr>
<tr>
<td>Approved by:</td>
<td>&lt;Review Committee&gt;</td>
</tr>
<tr>
<td>Process Owner:</td>
<td>&lt;EA, ECSITE&gt;</td>
</tr>
</tbody>
</table>

**Short Description:**

This deliverable is produced at the beginning of the project and is subsequently updated on a yearly basis. It presents the dissemination strategy and the foreseen dissemination activities of the project.

**List of Recipients:** All CONNECT partners
Contents

1. Executive Summary ............................................................................................3
2. Scope...................................................................................................................4
3. Target Dissemination Groups .............................................................................5
4. Dissemination Material and its Use ...............................................................6
5. Development of the Project’s Website ...............................................................8
6. Working Groups and Synergies between Similar Projects Error! Bookmark not defined.
7. Other Dissemination Activities currently Under Way ........................................11
8. References.......................................................................................................11
9. Abbreviations....................................................................................................11
10. ANNEXES .......................................................................................................14
1. Executive Summary

The CONNECT dissemination strategy builds upon two complementary channels for the project's objectives, activities and outcomes. The overall idea is to explore at maximum the opportunities of cooperation with existing networks of science museums and science centers on one hand, and networks of schools and national and local educational authorities on the other. The consortium composition and the implementation scheme of the project reassure the maximum public participation and awareness. Furthermore, it is expected that each partner individually will have the opportunity to take advantage of the research in the introduced novelties and build on the project's achievements. The aim of the project's dissemination plan is to create a multi-directional information flow, which will allow partnership and recipients to learn from each other by assimilating and acting on the information acquired. After completion, the project will deliver guidelines for the design of future museum-school collaborations and will present the capabilities that the advanced technologies are offering in bringing the modern pedagogy at schools. A major dissemination platform will be the world-wide-web. All the generalizable aspects of the applications and services will be made accessible and will be demonstrated to interested user organizations, industry representatives, customer groups, etc.

Furthermore, the participation/collaboration in the consortium of large commercial companies will set the course of action for future exploitation, building upon the creation of the first prototypes. The exploitation will be primarily in the strategic business area of e-learning, as well as utilising new state-of-the art technologies wireless protocols, advanced interfaces, cataloguing systems, 3D object storing and synchronization issues for real time environment.

The partners ECSITE and EA will have the responsibility of the dissemination activities, with the support of the Exploitation Board.
2. **Scope**

The main objective of the activities described in this document, is the effective dissemination of the project's deliverables and results. The CONNECT project will establish a pilot network of science museums and science centers under the scientific umbrella of ECSITE and a network of European schools where the project’s approach and outcomes will be implemented and validated. Thus, an effective dissemination of the project's results is safeguarded.
3. Target Dissemination Groups

The dissemination strategy has been designed (and will evolve during the duration of the project) to reach:

- science museums and science centers
- schools and educational institutions
- educational policy makers (national agencies, ministries)
- curriculum developers
- communities of end-users (teachers, students, parents),
- potential commercial developers
- the general public, contributing to a new approach of science learning integrated with the natural environment, and scientific inquiry as a way of being.

The ECSITE network has about 300 members in 25 European countries, ranging from science museums and science centers, to children discovery centers, zoos and aquaria. Four science centers and museums participate in the consortium, @BRISTOL, EF, HEUREKA, and Vaexjoe. These are visited by millions of people every year, who will have the opportunity to learn about the project and its objectives and even see some of our pilot experiments.

The network of schools participating in the project under the coordination of EA, will conduct extensive validation of the proposed educational framework, with the objective to implement the project’s results within the public educational systems. Furthermore, to achieve this, the partner DAPP will exploit its links with the European Schoolnet, a partnership of ministries of education across Europe.
4. Dissemination Material and its Use

The dissemination strategy will employ a mix of written and electronic means and above all personal interaction. The CONNECT project will take advantage of all dissemination and communication channels available including European Commission’s initiatives focusing on funded projects sustainability (e.g. PRO SOMA) and regular press releases as the partnership has the capability of drawing the press’ attention. The following concrete measures for an effective dissemination have been planned:

- **The project’s web site:** The project’s web site will be linked to numerous other relevant sites and registered to the main search engines on the Internet.

- **Development of a working group on educational technology:** The partnership will support and contribute to the creation of a working group on educational technology in which representatives of projects running under the same action line of IST program or projects under similar actions will participate in order to reinforce the dissemination of the results. The working group will support the effective interaction between the running projects and will demonstrate a model for active synergy among a network of people working with similar targets. Collaborations with other projects or working groups are expected to center on the application of embedded technologies in educational environments. Through the development of the working group the partnership intends to contribute strongly to actions towards politicians and educational decision makers in giving firm ground to launch innovative ideas on a wider scale.

- **Newsletters:** Newsletters on the proposed pedagogical and technological approach as well as on the project’s achievements will be produced and circulated to the scientific community and the teachers’ society in order to spread the project’s results to relevant user groups.

- **Devoted Conferences:** Throughout the different stages of realization of the project, conferences will be organized by the consortium under the guidance and support of ECSITE, EA and DAPP, twice a year. These will take place in a different European science center or museum each time. Representatives of similar projects will be invited to participate. The aim of these conferences is to bring together experts involved in the emerging educational technologies, presenting innovative approaches and exploit the implied new learning futures. Subjects as the alliance between technology and education, new learning environments and new interfaces, and their integration and evaluation in real conditions will be discussed. Education policy makers, curriculum developers, scientists will be invited to attend. At the end of the project, the closing conference will be held, where the project’s results will be presented (together with the final evaluation) to the scientific community, the educational community, to museums and science centers across Europe, as well as to industry and to the wider public. Particular attention will be devoted to maximize the impact and visibility of this final conference, for instance by coordinating it with a larger international event. All project’s results will be presented together with the final results of the evaluation. The attention of the media will also be drawn through press releases.

- **Special Workshops:** It has been foreseen that the ECSITE will organize a special workshop, after the 4th milestone of the project, where many of its members will be invited to get informed about CONNECT, its potential and the capabilities of its implementation to other museums and science centers apart from the participating ones. Furthermore, after the 5th milestone of the project, there
will be an effort for the organization of a workshop with the collaboration of the European SchoolNet, aiming at making the project’s outcomes more widely known by science teachers.

- **Participation to conferences, symposia and workshops:** The project and its outcomes will be presented to international conferences, symposia and workshops that focus on educational and technological issues (an indicative list is given in the next section). The partnership includes top-level European researchers on both education and technology, who will disseminate the project’s results to the scientific community.

- **Teachers’ workshops and training seminars:** The seminar participants are expected to act as multipliers in the teachers’ society disseminating the idea of the use of new methods and tools. Although this measure may not approach the number of people addressed by “conventional” dissemination measures, undoubtedly the impact of an active experience is much deeper that one a paper or a presentation at a conference may have. Teachers that have themselves experienced the qualitative upgrade the introduction of new tools can bring to the teaching practice are definitely effective “promoters” of the idea in the teachers’ society. In order to increase the number of teachers to be involved in the procedure an open workshop will be organized and the seminar’s material will be published on the Internet. Furthermore students of the pedagogical departments of several Universities will be invited to actively participate to the workshop and seminars. EA, has great experience in organizing teachers’ seminars for the application of new technologies in teaching.

- **Distribution of the guide of good practice, the project’s DVD and the conference proceedings:** The guide of good practice, the project’s DVD and the conference proceedings will be distributed throughout Europe to ministries of education, policy makers, curriculum developers, pedagogical and technological institutes, training Institutes, IST offices and schools.

- **Publications in scientific magazines:** The partnership plans to submit articles in scientific, educational and museum journals presenting the project’s findings to the scientific and educational communities. Journal articles might be submitted to Science Education, the Journal of Research in Science Teaching, the Science Teacher, Curator, Museum News, Association of Science Technology Centers’ Dimensions, Journal of Technology Education.

- **Posters and leaflets:** Posters and leaflets will be produced and distributed to students, teachers and parents describing the project, the outcomes and mainly the students’ activities. Posters will be posted in the school message boards advertising the open day events in the participating schools. Information material will be sent to the press.

- **Open day events in the participating museums, science centers and schools:** After the completion of the second phase of the Final Run open day events will be organised in each of the participating science centers, museums and schools to draw the attention of the wider public (parents, press). Students will have the opportunity to present their projects and their activities. Posters and leaflets will be distributed to the guests, who will have the chance to see the suggested technology-enhanced educational framework in action.

- **Mass Media:** An effort will be made to attract the interest of mass media (TV, newspapers, web newsletters) in the project’s objectives and outcomes. The coordinator (ICCS) and the dissemination partners (e.g. EA, ECSITE) have a great experience in communicating with non-specialized audiences through the mass media, and have managed to attract significant public awareness about other similar projects of FP5 (e.g. the “Lab of Tomorrow” project).
5. Development of the Project’s Website

Development of the project’s website: The project’s website is under development by EA and can be visited at [http://www.connect-project.net](http://www.connect-project.net) (Figure 1).

![Figure 1: The main page of the official web-site of the CONNECT project.](image)

The aim of the partnership is to develop a dynamic, interactive website which will act as the interface between the consortium and the outside world. Upon its completion, it is intended that the site will include static as well as database-driven dynamic information. The site is based on cutting-edge technologies, such as Macromedia Flash, Microsoft Visual Studio, ASP and COM Objects.

The main structure and contents of the website, including the project’s logo (Figure 2), have been developed by EA and made publicly available. It includes the objectives, the philosophy and the main elements of the project, and represents all major steps of the project. There is provision for including the main deliverables and outcomes of the project, including the teachers training material, the proceedings of the related conferences and workshops, the electronic versions of the implementation guide, the pedagogical and technological reports, the final evaluation report, the guide of good practice, etc. Furthermore, it will be the main dissemination activity for the advertisement of all the activities in
particular the organized workshops and conferences, press releases, etc. Furthermore there is provision for hosting public communication forums, for the teachers’ and the students’ bulletin boards, etc.

The site will have a public section, where any visitor can read and download information about the project, and a private section, restricted to the project's partners and communities involved directly in the project’s implementation (teachers, students) accessible only via a user id/password pair.

For internal communication the partnership is using a workspace on BSCW server, (bscw.gmd.de), also accessible through the web-site.

Furthermore, there will be provision through the project’s web-site for (id/password protected) access to the Virtual Science Thematic Park.

Figure 2: The logo of the project.
6. Working Groups and Synergies between Different Projects

The development and dissemination of an ambitious pedagogical approach as the one that the CONNECT project proposes, requires an effective interaction and synergy between projects that run under the same or similar IST actions, and have common visions. Indeed we have already started promoting such synergies between CONNECT and the most successful international projects on educational technology, often with CONNECT playing the leading role. A list of our strategy and immediate plans in this field follows:

- International Symposium “Designing the Science Laboratory of Tomorrow: Advanced Technologies in Education”, Kefallinia, Greece, Jul. 4-6, 2004. It is organized by EA and it aims to bring together the CONNECT project with other successful European projects in e-learning such as Lab of Tomorrow (FP5), Eudoxos, COLDEX (FP5), ASH, Lab@Future(FP5), Modeling Space (FP5), and more.
- First Thematic Workshop of the EU Network of Excellence PROLEARN on Technology Enhanced Learning for Learning Organizations, Hannover, Germany, Nov. 4-5, 2004. It will bring together participants from all FP5 and FP6 EU/IST projects on technology enhanced learning. CONNECT (through EA) is invited to participate in this workshop.
- ECSITE Annual Conference 2004, Barcelona, Spain, Nov. 4-6, 2004. There is provision for a specific CONNECT/CELEBRATE workshop, in order to discuss how these two projects could “feed” each other and how institutions that are not part of any of these projects could benefit from their work. In the same meeting we will attempt to further bridge CONNECT with projects such as PENCIL and CILS.
- IST Event 2004, The Hague, Nederlands, Nov. 15-17, 2004. The EA is invited as a CONNECT representative to coordinate a booth during this event, presenting (besides CONNECT) a cluster of several projects in the field of e-Science: Lab of Tomorrow, Lab@Future, COLDEX, Modeling Space, ASH, LeActiveMath (FP6)
- 4th Science Center World Congressm Rio de Janeiro , Brazil, April 2005. A proposal was submitted by ECSITE, to present CONNECT together with other international projects (US, Australia, South America) working on virtual classes.
- There is provision for organizing a joint activity (common workshop) of CONNECT and LeActiveMath, during the European Teacher Festival “Science on Stage”. (EA is active in order for this to be realized).
7. Other Dissemination Activities currently Under Way

In the framework of activities related to promoting scientific and technological knowledge to the broad public and advanced technologies in education, the CONNNECT project has so far been communicated during conferences and workshops and work meetings to several partners and relevant stakeholders of a number of related projects and activities. Furthermore, several such activities are planned ahead.

- **10th National Conference in Physics**, Loutraki, Greece, Jan 28-Feb1, 2004. Innovative methods of teaching science in school were presented by EA and the CONNECT project was promoted as a promising futuristic example in this respect.

- **Task Force “Science-Technology-Society” meeting**, Athens, Greece, February 2004. The CONNECT project's objectives were communicated by EF.

- "Questioning Assumptions about Online Learning." The CONNECT project was discussed during this presentation at the annual meeting of the American Association of Museums, May 9, 2004, by ILI.

- **2d International Conference on Museology**, Mytilene, Greece, Jun 28-Jul 2, 2004. Innovative methods in museum education will be presented by EA, promoting the example of the CONNECT project's approach.

- During the ECSITE Annual Conference 2004, there is an idea of creating a small booth to present the CONNECT’s Website. ECSITE and EA are collaborating in this.

- Conferences in the USA where the project’s results will be presented might include: Association of Science and Technology Centers, Visitor Studies Association, National Association for Research in Science Teaching, Museums on the Web, ED-MEDIA, Museum Computer Network.

Other dissemination activities include the discussion of the CONNECT project’s objectives in the book: “Free-Choice Learning Research and the Virtual Science Center: Establishing a Research Agenda” as an invited chapter in E-learning and virtual science centers (Hershey, USA: Idea Group Inc.), by ILI.
8. References
9. Abbreviations

At-Bristol: Science and Discovery Center in Bristol, UK
ASH: Access to Scientific Space Heritage, EU-IST project
CELEBRATE: IST project, outlining a pedagogy for eLearning in European schools
CILS: Center for Informal Learning and Schools, NSF project
COLDEX: Collaborative Learning and Distributed Experimentation, an IST project
EA: Ellinogermaniki Agogi, Greece
ECSITE: European Collaborative for Science, Industry and Technology Exhibition, Belgium
EF: Eugenides Foundation, Greece
EUDOXOS: Teaching Science with a Robotic Telescope, e-Learning project
DAPP: Dept. for Evaluation, Prospective Studies and Strategic Planning, Ministry of Education, Portugal
HEUREKA: The Finnish Science Center, Finland
ICCS: Institute of Communications and Computer Systems, Greece
ILI: Institute for Learning Innovation, USA
PENCIL: Permanent European Resource Center for Informal Learning
PROLEARN: Technology-Enhanced Professional Learning, IST Network of Excellence
VAEXJOE: Vaexjo University, Sweden
10. ANNEXES