FACILITATE-AI

Guidelines for facilitating the learning of Artificial Intelligence (AI) by School Students of Grades 7-12

Dissemination Strategy & Plan

www.facilitate-ai.eu

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The dissemination strategy will ensure that awareness about the results of the project is raised, multiply the effects and assist the sustainability of the project. At the same time, we want to use communication and dissemination to support the activities where external non-partnership participants are expected to become active.

The consortium will disseminate the results of the project towards various communities and stakeholders utilizing different ways of dissemination based on the objectives that the project is planning to achieve and always in relation to the project's target audiences. Through our dissemination strategy we want to make the results of the project available to the targets that this project has set its intentions for including targets that have not been directly involved in the project.

Dissemination is a continuous process from the beginning to the end of the project. The target audience are teachers, school teachers and authority policy makers who need to understand the needs and methodology for supporting AI Education activities within existing school curricula and how this can be done. THE END BENEFICIARY is always the school student.

Objectives:

1. Dissemination to create awareness: the partnership will 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: - Teacher, Educational Leaders, Educational Researchers - Policy makers at national and European level located at national Ministries or Municipalities - School students - Educational Journalists.

Main Target Groups for all partner countries:

Primary target groups:
- Teachers and School Leaders
- Students 12-18 years old
- Parents
- HE Educators
- Education Authorities and Policy Makers
- HE/NGO staff experts
- Industry

A detailed dissemination plan is shown below 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. These will be reported in a structured excel file with links to evidence.

2. Dissemination on the National level:

All partners involved will use their educational related project activities within their countries to disseminate results.

3. Dissemination on the European level:

All partners will use their European educational networks to disseminate information. Further channels of this networking 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.

We will also develop tools for this project to be used for dissemination, the website and social media pages.

In addition, 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, etc.

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Activities carried out to share the results of the project beyond the partnership.

As it has already been mentioned, the 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, 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 FACILITATE-AI project will be by email. Email will function as one of the primary means of engaging stakeholders.

• Local dissemination and Multiplier event to raise awareness are a means of developing national and international connections with all relevant stakeholders and engaging in a direct communication. The FACILITATE-AI consortium will organize 1 Multiplier event for each country (Cyprus, Bulgaria, Portugal, Romania, Italy, Greece). These events will provide the opportunity for different categories of stakeholders to engage with the consortium partners and discuss the project's methodologies and results. The events seek to stimulate an exchange of the project's conclusions and recommendations with stakeholders and promote interaction among different types of stakeholders, promoting also policy recommendations.

• Partners of the consortium will also participate in external events for presenting the project 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. In addition to English, press releases will be prepared in partner's languages. The consortium will produce 4 Newsletters. Online social networks are another dissemination tool/channel. The consortium believes this is a good means of outreach to the public. FACILITATE-AI results may be disseminated through popular social networks.

• A project visual identity includes the project logo, the website, PPP template, the project newsletter and covers of project results.

• All partners have strong social media presence in local national and international level and will disseminate information about the project, its results through its social media pages, website.

• All partners will reach at least 10 policymakers per year both at a national, regional, and/or local level, disseminate project's results to its network and associates through its mailing list.

• During the FACILITATE-AI implementations the consortium will target at least 5 schools per country

that will be directly contacted, informed about the projects and its results, and invite them to actively participate in all phases of the project.

• Registration at the EU dissemination platforms.

• The IPR agreement will also play an important role into the way each one of the partners and any interested stakeholder will refer to and make use of the project results. The IPR agreement will be reflected in the minutes of the kick-off project meeting.

• All Associate Partners of the project should be regularly informed of the development and results of the project and invited in Multiplier Events.

Circulation of the news of the project's aims, objectives and results:
-Through the consortium network and its members;
-Through partners of consortium to teachers, pupils, parents, citizens;
-Through the website of the project;
-Conferences and seminars;
-Events on Digital Learning or AI;
-Events on Education under Pandemic times;
-Electronic promotion to the pupils and general public (parents);
-Promotion to schools, Ministries of Education, ERASMUS+ National Agencies, Associations, Local and regional authorities, Embassies, Science Parks, Think Tanks, etc.
-The partnership confirms that it already has a good data base for these organizations and a large email data base of European Schools, mathematicians and science experts around the globe, who will be reached through email communication or through newsletter recipients;
-AI-Education Course promotion on EPALE Course Base for teachers and other sites;
-Related electronic flyer/newsletter to be sent to the data base of receivers;
- Measures to ensure optimal use of the results;
-The proposed AI-Education Symposium under EUROMATH & EUROSCIENCE conference will disseminate the FACILITATE-AI Blueprint Policy Recommendations;
-Other conferences and possibly invited speeches will be used to present the results for maximum impact;
-Dissemination to Math Societies in European Area (50 Societies), Kangourou Competition organizers from 75 countries, IMO(International Math Olympiad) members from 100+ countries;
-The ERASMUS+ National Agencies will be informed and asked to disseminate the activities to their countries' schools;

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Responsibility for the dissemination activities within the partnership and resources.

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 EU 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 level.

Organizations will include project information on their websites, and profiles on social networks.

The dissemination plan is developed by the Cyprus Mathematical Society (CY.M.S.) and the partners' representative. The CY.M.S. will have responsibility for finalizing the dissemination plan that will run throughout the whole project. Once this plan is agreed and dissemination actions are created, then each partner will be responsible for implementing the dissemination activities for their countries and beyond.

The coordinating organization 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 and stakeholders and a monitoring tool for all awareness raising activities at local, regional, national and EU level. The partners will have the responsibility of reporting all dissemination activities on a 6-month basis, sending dissemination report of each project activity to the lead partner and the project coordinator. The PM will also gather and compile all feedback received by the partners. This will form the evidence for all dissemination events and activities partners have undertaken in the 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.

Specific Actions and Expectations

Measures to ensure optimal use of the results:
- Conferences and seminars on AI subjects;
- The FACILITATE-AI Course to be developed by the project will support this.
- Other conferences and possibly invited speeches will be used to present the results for maximum impact;
- The project and partners' website, where all the results will be published as Open Educational resources in a downloadable version under the Creative Commons License;
- Project and partners' social media channels, which shall be used to inform about the publication of the Results;
- School Education Gateway: https://www.schooleducationgateway.eu/en/pub/index.htm;
- The project's products will remain available indefinitely on the partner organisations' websites ;
- All the partners will translate the projects' products in their national languages, and will share the on-line and printed versions with their local networks, also in other events involving secondary school teachers and students, stakeholders, individuals interested in the outcomes developed by FACILITATE-AI.
-The ERASMUS+ National Agencies will be informed and asked to disseminate the activities to their countries' schools;

List of Associate partners that will be kept informed on the developments of the project:

The FACILITATE-AI partners have already contacted organizations that could participate to enhance the diffusion and impact of the project. Associate partners will participate in the project activities from the beginning and will participate in all Project Phases and multiplier events. Associate partners will play an active role in disseminating the project's results both during and after the project is implemented. They will help reach a wider audience to take part in the different types of events

planned. Thus, critical support to the consortium is foreseen from the associated partners in the implementation, dissemination and exploitation of the project by providing their contacts with networks, collaborating organizations from a wide range of social, cultural, professional and regional backgrounds. The involvement of affiliated partners will greatly contribute to the sustainability of the project and the use of project results in the long run. The consortium members have an extensive network of different partners in Europe and beyond and they are in frequent communication and collaboration that in reality it provides a set of virtual Associated partners.

The following organizations have confirmed their inclusion in the list of Associate Partners. Confirmation is established through email communications.

1. Pedagogical Institute of Cyprus, Cyprus
2. Pedagogical University of Cracow, Poland
3. Teacher Training Institute of Bear Shiva, Israel
4. Forum School, Cyprus
5. Olympion School, Cyprus
6. The Filekpedeftiki Eteri , Greece
7. Arsakeia-Tositseia Schools, Greece
8. Foundation "M. Balkanski", Bulgaria
9. Bulgarian Kangaroo, Bulgaria
10. Publishing House "Archimedes", Bulgaria
11. Center for Educational Initiatives (CEI) , Bulgaria
12. State University of library studies and IT - SULSIT,Bulgaria
13. IDEA, Romania
14. DLearn, Italy
15. VHS, Germany

More organizations are contacted and will be added to the list at a later stage.

Expected impact of Dissemination Plan:

The partners will pursue to create synergies with other relevant EU funded projects that are going to be approved during this new funding period and also with projects that are currently being implemented in the field, aiming to provide the most effective tools for teachers and school leaders. The project will prioritize the dissemination of the project's results to school, relevant stakeholders, namely bodies, entities, and organisations involved in the project collaborations with the aforementioned stakeholders will be pursued throughout the project, and the dissemination of major outputs is expected to contribute to establishing further synergies between the consortium and stakeholders. This collaboration and the transfer of know-how and experiences from other projects will help the partners in their future activities either for the expansion of the current project to other interested countries or for new projects in the field of School Education similar objectives.

SOCIAL MEDIA STRATEGY

FACILITATE-AI will establish a Website, Facebook and a YouTube Channel and a Social Media Group for the project.
This way, a pool of interested parties and mainly teachers from all partner countries and beyond who are interested to use the project's material and implement relevant activities will be established. The above media will be systematically maintained for a minimum period of 5 years.

All partners will be given access in the FACILITATE-AI FB page as editors/administrators. This way all partners will be able to post through the project's FB page.

Goal: At least one post every month

Guidelines:

I. Target group of our social media platform

- Students of Age 12-18
- School teachers teaching pupils of age 12-18
- Teachers and School Leaders
- Teachers Educators
- Parents
- Policy makers
- Education Authorities

II. Information to be shared

-200 decision makers and officers from relevant Ministries and School authorities will be directly or indirectly informed about the project through physical or online meetings, targeted emails, the online platform, multiplier and other dissemination events, conferences, newsletters and direct mailing
- Multiplier events in each partner country and a Final Conference (M23-24) in Cyprus to be attended by academics, school leaders, teachers, school staff and other relevant stakeholders
-Post native content about the FACILITATE-AI project in itself (redirecting to different pages of the website)
-Share media articles about FACILITATE-AI activities
- Share events on Digital Learning
-Share events or articles on Education under Pandemic times;
-Practical information about the implementation of the project (behind the scenes information like meetings, etc.)

III. Language

Share content in all languages of the partnership, and not only in English.

IV. Organizations and people to follow:
-EPALE
-EU politicians of the countries in the partnership
-EU Commissioners
-Schools and School Forums
-Education Authorities

V. Instructions for all partners for the social media community management
Each partner will take over the social media management monthly. In other words, when a partner takes over, they will be responsible to post events and news related to the project on the FB page.

Each time a partner takes over the social media management:
-Follow or like as many organizations as possible in your country in the list under IV. The more organizations follow back the project, the more the dissemination impact.
-Aim for 2 native posts per month, but also share any interesting posts by partner organizations on the topic of Artificial Intelligence activities/education.

-When you post, always try to include a link to the FACILITATE-AI website (www.facilitate-ai.eu) , to maximize traffic and visualizations on the website
-Tag organizations when you post, to maximize visibility
-Post can also be written in the partner's language.

VI. Social media schedule for 2022-2023

Month	Leading Organization
March 2022	P0-CYMS
April 2022	P1
May 2022	P2
June 2022	P3
July 2022	P4
August 2022	P5
September 2022	P6
October 2022	P7
November 2022	P8
December 2022	P0
January 2023	P1
February 2023	P2
March 2023	P3
April 2023	P4
May 2023	P5
June 2023	P6
July 2023	P7
August 2023	P8
September 2023	P0
October 2023	P1
November 2023	P2
December 2023	P3
January 2024	P4

VII. Outreach indicators

For the final report, we will examine the statistics namely:
-Number of followers;
-Visits to website and FB page;
-Number of likes on the FB page;
-Number of responses for the focus groups;
-Number of newsletter registrations