

Dissemination Plan

Reflecting for Change (R4C)

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2.1	December 20th (proposed date)	Edwin Katerberg	Review

This document is the starting point of the dissemination plan as described in the R4C project report. This is a working document. All suggestions are welcome and should be sent to Luca Laszlo (luca.laszlo@esha.org), the owner of this document.

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1. INTRODUCTION

Reflecting for Change (R4C) was designed to promote the use of self-reflection tools as a vehicle to support innovation and systemic change in schools. It proposes an innovation support framework (School Innovation Academy) and a roadmap to schools seeking to introduce a change culture that ensures a meaningful uptake of sustainable innovation, with an emphasis on achieving improved learning outcomes as set by the Europe 2020 strategy. R4C aims to highlight the potential of SELFIE tool to act as a starting point - and by interconnecting the ICT-base innovation with the school openness - towards the development of an integrated plan towards innovation: by using as a reference this well-established self-reflection process and based on its results, 300 schools will be guided to set up a roadmap and their innovation strategy that will also make the best use ERASMUS+ opportunities and policy related initiatives (national and international), to become an innovative ecosystems. The project is bringing together key stakeholders who have the potential to generate systemic impact with their activities and to transfer the projects outcomes and findings at policy level.

Developing Partnerships: The project is focusing on school openness. Applying the R4C approach in local settings will make it clear that schools have much to gain by fostering connections with external stakeholders (research centres, informal learning centres, local businesses, community stakeholders) and act as innovation centres in their communities. Such an action asks for knowledge areas integration, effective and closes cross-institutional collaboration, and organisational change in the field of education.

Revising and strengthening the professional profile of the teaching professions: Building teachers' and school heads innovation capacity is vital to the successful introduction of sustainable change in schools. In this framework R4C project is introducing a holistic support framework that requires professional development, feedback and support for teachers and school heads, organizational capacity, strategic planning and quality assurance process. The achievement of high-quality science teaching requires the combined and continued support of all involved actors, researchers, policy makers and curriculum developers, school heads, teachers and parents.

R4C will demonstrate how schools can be supported by using self-reflection tools to understand their position regarding e-maturity and openness and build on these results to develop suitable action plans. R4C will offer a holistic decision support to educational and school leaders and to innovative teachers for driving systemic school innovation. Such a framework will demonstrate that innovation is not an isolated process but has to be aligned with key priorities at national and European level.

The consortium will design and implement a systematic raising awareness strategy that will contribute to the effective communication of the project's results and outcomes. The consortium aims to pave the way for the successful exploitation of the outcomes of this work by highlighting and

justifying for all relevant decision stakeholders (educational policy, curriculum development, teachers trainings and support) the need for developing a new approach to support school innovation and development. To this end the project consortium will deliver a set of guidelines for the research and the educational policy communities to further explore and exploit the unique benefits of introducing the project's innovative approach of engagement in schools. The proposed approach aims at knowledge areas integration, effective and close cross-institutional collaboration, and organisational change in the field of education.

This dissemination plan describes the relevant activities that the consortium will undertake. Dissemination activities will include, but may be not limited to, workshop and conferences, open information days, workshops, contests for teachers and students, thematic meetings with external experts, presentations in conferences and publications in peer reviewed and general public journals. Other dissemination materials will be produced, translated and distributed to the user communities. Also, a valuable contribution is expected by ESHA and its network of school-heads in Europe. EDEN will contribute also to the dissemination plan by providing all the relevant information about meetings, trainings and conferences throughout Europe where its members will be contacted to disseminate the project's results. The proposed work needs the contribution of big number of school-heads and teachers, researchers in education, policy makers and curriculum developers from many different countries.

Partners in R4C

Ellinogermaniki Agogi (EA, <https://www.ea.gr>) is an educational organization of private law, officially recognized by the state. Established in 1995, the Research and Development Department of EA provides the test bed for research applications for the design, development and implementation of the research activities in education. The R&D Department acts therefore as an interface between the pedagogical research, the technological innovation and the school community. It focuses on the design, implementation and support of pedagogical and technological innovations in educational practice, both through internal research as well as through collaborations with numerous educational, research and commercial institutions in Europe and the world. EA is an institutional member of EDEN (European Distance Education Network), of EEPN (European Education Policy Network) and of ECSITE (European Network of Science Centres and Museums) network, as well as a partner school of the German Schools-Excellence Network.

ESHA (<https://www.esha.org/>), the European School Heads Association, is the leading network for European school leaders. Members of ESHA are national associations for school heads and deputy school heads within primary, secondary and vocational education. Nearly all European countries are represented within ESHA by one or more associations. The ESHA members represent 66,000 school leaders in Europe.

European Distance and E-learning Network (EDEN, <http://www.eden-online.org/>) is one of the biggest European professional communities. EDEN exists to share knowledge and improve understanding amongst professionals in distance and e-learning and to promote policy and practice across the whole Europe and beyond. With more than 180 institutional members and over 1100 members in the Network of Academics and Professionals (NAP), EDEN assists a wide range of

institutions, networks and individuals to become involved in professional information and networking activities.

Science View (SV, <https://www.scienceview.gr/>) is an organization that promotes science communication and science education activities to help bridge the gap between the scientific community and the wider public in Greece and in Europe. The staff, members and co-operators (science communicators and science journalists) of SV, are constantly working on making scientific knowledge useful and clearly understood by the general public.

UBT (<https://uni-bayreuth.de/>) under the coordination of Prof. F. Bogner has worked for many years in various EU-projects in the field of Science Education and will contribute to the success of the project with his specific expertise in the fields of inquiry-based science education, informal learning environments, professional development and e-learning. Besides the long-term engagement of Prof. F. Bogner and his research group at the chair of Biology Education in many projects funded by the EU as project partner, UBT and the group of Prof. Bogner coordinated the large scale PATHWAY-project (2011-2013), which succeeded to train over 10.000 science teachers all over Europe and was selected as a “Best Practice” by the European Commission. UBT and the team of Prof. Bogner coordinated successfully the H2020 project CREATIONS with 16 partners.

Institute of Educational Policy (IEP, <http://iep.edu.gr/en/>), is as a scientific agency that provides support to the Minister of Education and Religious Affairs on issues regarding primary and secondary education, post-secondary education, transition from secondary to higher education, teacher trainings, student dropout and early school leaving, has a long experience in the areas of Second chance education and in teachers trainings.

Fondazione Idis-Città della Scienza (CITTA, www.cittadellascienza.it) is a non-profit organisation that has among its founding members the Nobel Prize Laureates; Rita Levi Montalcini and Carlo Rubbia. It boasts a number of scientific collaborations with major museums and scientific Institutions in Europe and worldwide. CITTA started its activities in 1987 and was completed in 2001, in the western part of Naples, with a structure dedicated to the dissemination of scientific and technological culture, as well as to the innovation of the educational and business systems. One of the main values of CITTA is to set up a new form of scientific citizenship, bridging the gap between science and society, in order to bring the science outside of the realm of laboratories through an open dialogue with citizens and stakeholders. Hence, CITTA aims at creating an efficient relationship between science, innovation and society for the economic and social development of the region and fostering social inclusion through social innovation.

Núcleo Interativo de Astronomia (NUCLIO, <https://nuclio.org/>) is a non-profit association and an NGO for development created in 2001 with the main aim of promoting the inclusion of active research as a tool for science learning in schools. NUCLIO's activities include training teachers in the use of new technologies, innovative methodologies, promotion of real and contemporary research in classroom where students are introduced to the scientific methods using robotic telescopes, data

mining, and other advanced tools for science learning. NUCLIO has been involved in several EC projects as national coordinator for Portugal and more recently as coordinator of a few projects aiming to introduce innovative practices for science learning in formal and informal settings.

2. DISSEMINATION STRATEGY

2.1 AIM AND OBJECTIVES

The dissemination plan underwrites the long-term perspectives that are described in the dissemination work package and respective dissemination activities by all project partners. All partners are responsible for their own ascribed dissemination activities in WP 1 - 8, whereas ESHA is responsible for overall dissemination activities in WP6. ESHA will lend support to dissemination activities of partners in WP 1 - 8.

This plan includes the sustainability efforts. With regards to the sustainability of the project all good practices, projects and resources will be made available by the project consortium will be offered to all that are interested, free of charge and free of IP infringements, for an indefinite period.

2.2 INFORMATION FOR DISSEMINATION

Cost recovery and budget for dissemination

All partners are responsible for their respective dissemination activities. Each partner is expected to at least send out the press releases, the project leaflet, information about the international and national events to its network of relations, websites, engage in social media etc. as per the project report. The costs for the (dissemination) activities are specified for each partner. Please find the budget for dissemination below:

				C1	C2	C3	C4	T	
6	Lead partner	P2	Netherlands		84			84	ESHA is responsible for WP 6 Dissemination and Sustainability ESHA will lead the following tasks: <ul style="list-style-type: none"> • Dissemination Plan • Affiliations with existing EU Projects & Initiatives (OSOS, EEPN, SELFIE) • Dissemination Activities • Sustainability Plan
		P1	Greece		47			47	EA will participate in the following tasks: <ul style="list-style-type: none"> • Dissemination Plan • Affiliations with existing EU Projects & Initiatives (OSOS, EEPN, SELFIE) • Dissemination Activities • Sustainability Plan
		P3	United Kingdom		76			76	EDEN will participate in the following tasks: <ul style="list-style-type: none"> • Dissemination Plan

								<ul style="list-style-type: none"> • Affiliations with existing EU Projects & Initiatives (OSOS, EEPN, SELFIE) • Dissemination Activities • Sustainability Plan
	P4	Greece		64			64	Science View will participate in the following tasks: <ul style="list-style-type: none"> • Dissemination Plan • Affiliations with existing EU Projects & Initiatives (OSOS, EEPN, SELFIE) • Dissemination Activities • Sustainability Plan
	P5	Germany		21			21	UBT will participate in the following tasks: <ul style="list-style-type: none"> • Dissemination Plan • Affiliations with existing EU Projects & Initiatives (OSOS, EEPN, SELFIE) • Dissemination Activities • Sustainability Plan
	P6	Greece		64			64	IEP will participate in the following tasks: <ul style="list-style-type: none"> • Dissemination Plan • Affiliations with existing EU Projects & Initiatives (OSOS, EEPN, SELFIE) • Dissemination Activities • Sustainability Plan
	P7	Italy		38			38	CITTA will participate in the following tasks: <ul style="list-style-type: none"> • Dissemination Plan • Affiliations with existing EU Projects & Initiatives (OSOS, EEPN, SELFIE) • Dissemination Activities • Sustainability Plan
	P8	Portugal		46			46	NUCLIO will participate in the following tasks: <ul style="list-style-type: none"> • Dissemination Plan • Affiliations with existing EU Projects & Initiatives (OSOS, EEPN, SELFIE) • Dissemination Activities • Sustainability Plan
Subtotal				440			440	

In the other costs of the budget

(<https://drive.google.com/drive/folders/1wL5gcFpJEefo1c1Em-giHqeyn5W3WH2d>) in WP6 there are:

EA	Printing costs of the School Innovation Strategies and School Innovation Roadmap	WP5	2.000,00
EA	Printing costs of the Dissemination Materials (poster etc.)	WP6	1.000,00
EA	Organisation of 2021 EDEN Open Classroom Conference	WP6	5.000,00
UBT	Conference fees	WP6	1.500,00

The challenge

The consortium aims to implement the project and achieve:

Number of external experts to validate the Innovation Model	50 (WP1)
Number of schools involved	300 Schools (WP3, WP4)
Minimum number of Implementation Activities:	1 (per school) (WP3)
Minimum number of school heads and teachers involved	1.500 (WP3, WP4)
Minimum number of students involved	15,000 (WP3, WP4)
Minimum number of countries involved	3 (WP3, WP4)
School Heads and Teachers Participating to the two International Professional Development Courses	100 (WP3)
Presentations of evaluation results and outcomes at major conferences	5 (WP6)
Publication of evaluation results and outcomes in peer reviewed journals	2 (WP6)
Minimum number of Dissemination Events	15 (3 per participating country, 3 to be organised by ESHA, 3 organised by EDEN) (WP6)
Number of schools continuing implementing the R4C approach beyond the end of the project.	Minimum: 60% of those involved in the pilot phase (WP4)

Proper dissemination can only be achieved if the dissemination tasks are executed in a highly effective way and in a concerted manner between partners. The main aim of this document is to ensure proper and timely dissemination of information between the consortium members of R4C and the primary target groups (educators and of non-consortium partners who will act as multipliers of communication and activities in the project, research communities, participating school organisations and networks, national and international educators' organisations, NGOs and state authorities).

The consortium will design and implement a systematic awareness raising strategy that will contribute to the effective communication of the project's results and outcomes. The consortium aims to pave the way for the successful exploitation of the outcomes of this work by highlighting and justifying for all relevant decision stakeholders (educational policy, curriculum development, teachers trainings and support) the need for developing a new approach to support school innovation and development. To this end the project consortium will deliver a set of guidelines for the research and the educational policy communities to further explore and exploit the unique benefits of introducing the project's innovative approach of engagement in schools. The proposed approach aims at knowledge areas integration, effective and close cross-institutional collaboration, and organisational change in the field of education.

R4C considers its dissemination strategy as a process of enhancing or optimising project outcomes through piloting and exploitation with a view to increasing their value and impact, transferring promising project results into educational systems & practices throughout the countries participating in the programme that is at local/national level as well as European level. R4C is about raising awareness on the possible adoption of a new approach to foster schools' development through

innovation and change, and therefore disseminating the project vision, model and outcomes is an activity of primary importance.

The different dissemination tasks have been distributed across the partnership in a balanced and competence related way, so that redundancies are reduced, and a maximum level of effectiveness is kept. A wide range of dissemination channels will be used, from conventional ones (press releases in the communities involved in the project and a final conference) to informal but globally visible ones like web promotion and social networks, as explained in detail in the description of the WP dealing with dissemination.

This Dissemination Plan, drafted at the beginning of the project, will guide all the public activities of the project.

2.3 TARGET AUDIENCE

The dissemination materials will be regularly updated to provide the latest version of the project status and objectives. More specifically:

- **School leaders, teachers, students, administrative staff and parents of the schools that will participate in the pilots.** Communication actions: those will be reached directly through the pilot and will represent natural “multipliers” of the project philosophy, model and results in their regions;
- **School leaders, teachers, students, administrative staff and parents of other European schools.** Communication actions: all R4C partners have close contact with existing networks and communities of schools and teachers;
- **National and European institutions and associations dealing with school education.** Communication actions: the project conference, the project newsletters, social media and the project website will be targeting these actors;
- **National and EU policy makers in charge of school education.** Communication actions: the R4C School Innovation Model and Roadmap will be targeting policy and decision makers in all the project countries and at the EU level;
- **Researchers in the field** (with pedagogical, economical, organisational background).

Finally, the R4C consortium will take all necessary measures to make all produced materials accessible to stakeholders. R4C will apply a creative commons license scheme to all produced material.

2.4 METHODS OF DISSEMINATION

The main outcomes that will be at the centre of the dissemination work of the project will be the R4C School Innovation Model and Roadmap and the School Innovation Academy, which will be disseminated through specific activities tailored to the project target groups. The aim is to raise awareness, inform, and engage these stakeholders with messages and via channels that are differentiated according to their needs. They are also primary targets for network-building activities and will be involved in the exploitation process to foster sustainability.

The partnership considers networking and clustering activities as major factors of the viability and the effectiveness of the results of the proposed work. In this framework the project will try to establish an effective communication and collaboration with

- a) the Joint Research Centre of the European Union;
- b) the European Education Policy Network;
- c) the ERASMUS+ European Policy Network on Teachers and School Leadership and
- d) the ET 2020 Working Group on Digital Education: Learning, Teaching and Assessment.

Additionally, the consortium will capitalize on the work of the OSOS Coordination Action that has created a large network of open schools in Europe.

Project partners will ensure that R4C creates synergies and collaborations with other relevant Erasmus plus projects as well as to national projects and initiatives. The synergies will create the widest possible impact of the project and will support its sustainability.

Different dissemination materials will be developed adapted to the target group's needs. Factsheets about the project, posters, electronic newsletters and guidebooks for school-heads and teachers and other stakeholders will be developed by ESHA in collaboration with the R4C project partners. The dissemination materials will be available in the partners languages as well as in English. Translations in languages other than English will be provided by the respective project partners. The dissemination activities will include workshops and info days, contests, participation to conferences. A website will be developed to act as the core node of the dissemination strategy of the project.

The consortium will make sure the project will have continuous presence to social media. The consortium has a plan to organize the EDEN Open Classroom Conference in October 2021 as the R4C major closing event. The project will design activities devoted to dissemination for specialised audiences, stakeholders and the general public, for awareness and educational purposes. Apart from the focused activities describe above and the activation of ESHA and EDEN communication channels towards the school heads and the educational research community, the project has planned several specific activities to reach each target group. The dissemination plan will consider adequate messages about the objectives of the project and its impact. The tools to be used will include web-based communication, press releases, brochures, booklets, multimedia material, etc.

Deliverables

The deliverables in WP6 are defined as:

D6.1: Dissemination Plan: A document that describes the relevant activities that the consortium will undertake. It will include specific plans per partner and country as well as plan for European level activities (1/2020);

D6.2: Report of the affiliation programme with existing EU Projects & Initiatives (10/2021)

D6.3: Dissemination Materials: The project will produce factsheets, posters, electronic newsletters and guidebooks for school-heads and teachers and other stakeholders (3/2020)

D6.4: Project Website: The website will be regularly updated with the developments in the project, and will include a resource centre where the R4C activities will be hosted and support for the schools that will want to adapt the project approach and tools will be offered (1/2020)

D6.5: Sustainability Plan: The plan will describe the actions and measures that will be taken by the consortium to provide a sustainable framework for the expansion of the school network beyond the project duration and the uptake of the project approach and tools from more schools beyond the participating countries. (10/2021)

Specific deliverables:

- Project brochure/leaflets in English language (Translated into Italian, Spanish and Greek by project partners, excluding Dutch). Published on project portal.
- 4 Project Newsletters in English (Translated into Italian, Portuguese and Greek by project partners, excluding Dutch). Dissemination through ESHA magazine (www.esha.org/eshamagazine), 17000+ subscribers, and project partners own channels.
- Set-up of central R4C project related social media accounts: Twitter and Facebook. Each project partner will have administrative access to the social media accounts. ESHA will create a social media plan to ensure, that the accounts are active for the whole duration of the project equally in order to maximise engagement.

Facebook page of the project: www.facebook.com/Reflecting4Change

Twitter page of the project: Reflecting4Change @R4C_EU

Actions to be stipulated in the dissemination plan (delivery in December). Project social media accounts should be displayed on all partner websites and central website.

Each partner will be active on their own social media accounts as well, sharing the project updates from the project social media accounts. Each partner provides a list of their social media accounts from where they will post about R4C.

ESHA will create Power Point templates with the visual identity of the project.

2.5 TIMELINE OF DISSEMINATION

In the R4C project there are three distinct phases of dissemination. These phases are:

First phase of dissemination or the preparatory communication phase (10th November 2019– 31st January 2019)

This stage is aimed at achieving the following deliverables:

1. R4C-logo will be developed;
2. The R4C-site (www.reflecting4change.eu) and portal will be registered and built. ESHA will provide the technical design of the website by 31st December 2019. The website's language will be English, but it will contain an online translating tool , to ensure the accessibility of the website;
3. R4C-Social media accounts on Facebook and Twitter will be opened. A Twitter feed will be provided on the project website;
4. Factsheets and project brief will be prepared. All partners are requested to provide an R4C project portal on their websites. Text will be provided by ESHA (see www.esha.org/projects/reflecting4change)
5. Project leaflet will be made available and translated in Greek, Portuguese and Italian;
6. First, online newsletter will be presented and translated into Greek, Portuguese and Italian if so desired by the partner;
7. Press releases will be written by partners and disseminated throughout their networks;
8. ESHA will provide dissemination templates to each partner;
9. All partners will agree on their respective dissemination tasks.

The second phase or the targeted communication phase (February 1st 2020 – March 31st 2020)

The targeted communication phase is meant to engage the target audiences and to test the validity of the dissemination materials. This testing is done in focus group meetings. Through the early engagement of all stakeholders, the parties involved will be given the opportunity to influence the project and therefore gain commitment from all participants.

During this stage the all partners will give inputs for the development of the following dissemination materials:

1. Articles;
2. Videos;
3. Recruitment events for schools/parents;
4. Multimedia resources/structure for partner webpages;
5. Projects undertaken in partner schools;
6. Second newsletter will be sent;

Each partner of the consortium will give feedback and test the materials within their organisations and in a small sample of their target groups. In evaluation meetings, all feedback of the partners will

be used to further improve the quality and the relevance of the dissemination materials. After approval of all materials of this phase they will be published on the R4C-website. All partners will disseminate the materials in their respective networks.

At the end of this phase, i.e. after the proposed meeting in Bayreuth (1st and 2nd April) the second newsletter will be published on the project website. All partners will disseminate the newsletter in their respective networks.

The third and final phase or the broad communication phase (1st April 2020 – October 31st 2021)

This phase will start after the messaging is tested and proven to be effective. All dissemination materials will be ready before this phase. During the broad dissemination phase, all project partners will promote the project and its main objectives to as many people as possible in the target groups. Events will be organized, will be engaged and all partners will reach out to their networks of target audiences.

Further newsletters will be written at milestones of the project. These milestones could be: publication of the website with relevant content, announcement of interested schools for the first wave and second of the project, readiness of the website and support platform, the announcement of interested schools, training materials, handbooks for teachers etc.

This phase entails the following dissemination activities, delivered by the expert partners (EA, ESHA, CITTA, NUCLIO, EDEN):

1. Presentations at conferences;
2. Journal publications;
3. Recruitment events for schools;
4. Workshops for school leaders and teachers;
5. Delivery of handbooks / manuals;
6. 3 national events in Portugal, Greece and Italy, 3 events by EDEN and 3 events by ESHA
7. Editing and publication of all resources;

3. PLANNED DISSEMINATION OF KNOWLEDGE

3.1 DESCRIPTION OF PLANNED DISSEMINATION ACTIVITIES

The table shows an overview of all planned dissemination activities. It will be used for planning, progress management and reporting purposes. Regular update of the table is required throughout the duration of the project. The basis of the changes is the country specific dissemination plan. Please find the format of the country dissemination form in Addendum A.

Table: Planning and progress of R4C dissemination activities Please do not add your deadlines for dissemination to this table. Please use the country dissemination report (Addendum A) for that.

Phase / activity	Deadline	Who	Dependence	Status
<u>Phase 1 / preparation phase</u>	January 31 st 2020		Inputs required from all partners	
First R4C-Newsletter will be published the December edition of the ESHA magazine (https://www.esha.org/eshamagazine/)	November 20 th 2019	ESHA	Announcement about the R4C project, partners disseminate in their own network, ESHA will publish on website.	Done
Registration of domain www.reflecting4change.eu	November 22 nd 2019	ESHA		Done
One-page project description for project website finalised.	November 30 th 2019	ESHA	Request to update on partner's websites (see https://www.esha.org/esha-projects/).	Done
Development of logo	November 30 th 2019	ESHA	To be shared with all partners.	Done
Version 1 of dissemination plan	November 30 th 2019	ESHA	Partners provide introduction of maximum 250 words to themselves including logo and contact details (Name, email, website)	Done
Social media accounts are opened on Twitter and LinkedIn	November 30 th 2019	ESHA		Done
Social media activities	December 1 st 2019 – October 2021	EA, ESHA, CITTA, NUCLIO, EDEN	All partners are active on Twitter, LinkedIn and Facebook	
First draft of functional design for www.reflecting4change.eu	December 15 th 2019	ESHA	To be shared with all partners.	
R4C Leaflet	December 15 th 2019	ESHA	Inputs required from the partners.	
Agreement partners on functional design of website	December 31 st 2019	ESHA	Inputs required from all partners.	

Inclusion of content for functional design of website	January 15 th 2020	EA, ESHA, CITTA, NUCLIO, EDEN	Inputs required from all partner.	
Finalisation of dissemination plan	December 31 st 2019	ESHA	This document will remain a working document throughout the project.	
Publishing of the first version of website	January 15 th 2020	ESHA	Feedback required from all partners	
R4C Website goes live	January 31 st 2020	ESHA	Feedback required from all partners	
Press release to be provided		EA	Proposed: highlighting the set-up of the R4C project with aims. Dissemination through the project website by ESHA, partners disseminate through their networks, activity on social media.	
Phase 2 / targeted communication phase	February 1st 2020 – March 31st 2020			
Second Newsletter	To be decided	ESHA	Announcement about milestone in R4C project, partners disseminate in their own network.	
Journal Publications	To be decided	EA	Partners disseminate journal publications in their own network. ESHA will publish on the R4C website.	
Planning of national events	To be decided	EA, ESHA, CITTA, NUCLIO, EDEN	Feedback required about R4C-events from partners.	
Phase 3: Broad / communication phase	April 1st 2020 – October 2021			
Third Project Newsletter	To be decided	ESHA	Announcement about milestone in R4C project, partners disseminate in their own network	
National events	To be decided	EA, ESHA, CITTA, NUCLIO, EDEN	Feedback required about events from partners. Please fill in details in country dissemination	

			reports.	
Capstone Conference	To be decided	EDEN	80 participants (40 national/40 international)	
Fourth and final Project Newsletter	To be decided	EDEN	Coverage of capstone conference, partners disseminate in their own network.	

3.2 CONFERENCES

The project partners with the coordination of ESHA will create a list of relevant conferences, where the R4C model can be presented.

3.3 NATIONAL EVENTS

The OSOS summer school will be <http://osos.ea.gr/> a great opportunity to not only present the project, and the deliverables done, but also to get feedback and useful comments from the target group, so teachers and school leaders from all around Europe.

3.4 TRAININGS

The partners will provide trainings during the piloting for the schools in order to implement the R4C model.

3.5 PUBLICATIONS

The partners will write at least one academic paper on the R4C model.

3.6 NETWORK AND ASSOCIATED PARTNERS

The network will create synergies with other relevant organisations and networks in order to widen the outreach and ensure the sustainability of the project.

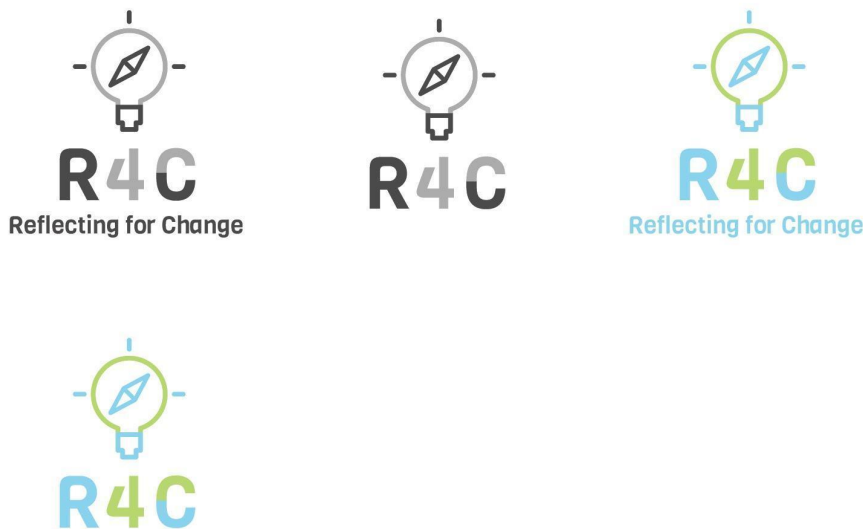
4. DISSEMINATION MATERIALS

The following dissemination materials will be developed by ESHA in close cooperation with all other partners.

4.1 LOGO

The project logo was designed by ESHA in close cooperation with all project partners. Project partners could choose from different options offered by ESHA.

The logos of the project in different formats are uploaded to the official project Google Drive.



4.2 PROJECT WEBSITE

The website will offer an interactive experience to the visitors. In order to achieve that, the website will include videos of good practices, options to send in good practices and functionality to get in contact with partners of the R4C-project. Using videos and social media platforms will increase the accessibility of the site. Depending on the number of available videos, some partners will be requested to record their own accelerator videos.

The project website (www.reflecting4change.eu) was registered. The functional design will be written by ESHA and approved by the partners. Content of the website will be provided by ESHA and will be sent for review to the partners. The partners are requested to send in supporting videos and other materials for publication on the website. The website will be built by an external partner based on the functional design and content as provided by ESHA and sent for review to the partners. The site will be maintained by ESHA throughout the duration of the project (it is advised to keep the website live and under maintenance for at least 3 years after the project). As soon as the website is operational all partners are requested to inform their respective networks about the project website.

4.3 PROJECT LEAFLET

The project leaflet will be designed and written by ESHA and shared between and agreed upon by all consortium partners. The project leaflet will contain the basic outline of the project with mention of the project website and social media outlets. The project leaflet is then disseminated by the R4C-partners to their target audiences. Project partners are requested to provide translations of the

project leaflet in Greek, Portuguese and Italian. The project leaflet will also be published on the homepage of the project website www.reflecting4change.eu via a link.

The one pager can be found in Addendum D.

4.4 PARTNER WEBSITES

All partners' websites will contain a R4C-project page. ESHA will provide a one-page document with key highlights of the project. Consortium partners are requested to publish the content of the document on their own project websites. Examples of one-page site:

<https://www.esha.org/esha-projects/>. Consortium partners will request secondary partners to publish references on their website.

4.5 PROJECT NEWSLETTERS

Depending on the progress of the consortium, 4 newsletters will be written and made available in the participating countries. The partners will translate the newsletter into their national language Greek, Portuguese and Italian. The newsletters will be written by ESHA and reviewed by the consortium partners, at predefined milestones of the project.

These milestones could be announcement to interested schools for the first wave of the project, publication of the website and support platform, availability of accelerators, the announcement of/to interested schools for the second wave of implementations and the conferences.

The first newsletter will contain general information about the R4C-project and kick-off meeting, the main target audiences the goals the project intends to achieve. The newsletter is then disseminated by all R4C-partners to the respective target audiences in respective countries (Greece, Portugal and Italy). ESHA will publish the first newsletter in the ESHA magazine (<https://www.esha.org/eshamagazine/>).

Content for 3 consecutive newsletters will be determined around milestones. They will be sent for feedback to all partners two weeks before publishing.

4.6 ARTICLES AND CONFERENCE PAPERS

In addition to newsletters, 2 articles will be written in peer reviewed magazines. In case partners want to release more articles, please send them to ESHA, they will be sorted and published on the R4C-website. Please clearly indicate whether these are scientific articles or focused at the target audiences.

4.7 SOCIAL MEDIA

Accounts on social media platforms Twitter and Facebook will be created by ESHA. All partners will receive login details for all social media accounts and are requested to post minimum 2 posts per month on each social media platform. In case partners want to be more active on the social media

accounts, that would be highly appreciated. It is advised to be active on social media accounts before and immediately after milestones and events and whenever a partner organises an event. Partners are requested to share R4C social media posts on their own organisation's accounts as well in order to maximise the impact.

4.8 PRESS RELEASES

A press release, news release, media release, press statement or video release is written or recorded communication directed at members of the news media announcing the R4C-project. It is suggested that the project lead (EA) provides an introductory video that will be posted on the R4c-portal. Each partner will share the number of journalists and media connections available for sharing R4C outcomes, results and news.

4.9 VIDEOS

The lead partner (EA) is requested to provide an introductory video to the project. This video will be published on the project website.

All partners are requested to provide videos related to the R4C-project. These videos may pertain to good practices, training videos, speaker sessions at conferences and video testimonials after milestone events. The most suitable will be published by ESHA on the project website.

4.10 EVENTS AND PRESENTATIONS AT CONFERENCES

Each partner is requested to list the events they will organise and the conferences they will speak at. Please specify name of event/conference, dates, venue, names of speaker (in case of speaking during a conference) and agenda.

ESHA has drafted a format for the R4C-presentation with the key messaging that partners can use at the events in order to engage the organisations of national and international events. Please find the format for the presentation in Addendum C. Please make it your own and adjust the presentation to the event / audience.

The partners are asked to identify the leading events in their country as part of the national dissemination plans.

Each event and presentation is supported by a R4C-event report (Addendum A).

5. CONCLUSION

The project partners are committed to use as many channels as possible to reach all relevant target groups for the project.

5.1 OVERVIEW OF DISSEMINATION ACTIVITIES USED PER TARGET GROUP

Target audience	Dissemination activity used to reach the target group
Teachers	Social media, website, pilot activities
School heads	Social media, website, pilot activities
Parents	Social media, website, pilot activities
Students	Social media, website, pilot activities
Policy makers	Social media, website, national and international events
Universities	Website, academic papers
Research partners	Social media, website, national and international events, academic papers
NGOs	Social media, website, national and international events
Journalists	Social media, website, national and international events, newsletter

Reflecting 4 Change (R4C)

Dissemination Report –EA / CITTA / EDEN / NUCLIO / ESHA

Agreement Number: 612879-EPP-1-2019-1-EL-EPPKA3-PI-FORWARD



Co-funded by the
Erasmus+ Programme
of the European Union

The R4C project was co-funded by the European+ Programme of the European Union. The project number is 612879.

The content of this publication represents the views of the author only and is his/her sole responsibility. The European Commission does not accept any responsibility for use that may be made of the information it contains.

Version 1.2

Last modifications: [06-12-2019].

This is a working document. All suggestions are welcome and should be sent to **Name (email)**, the owner of this document.

Country Dissemination report

This local national dissemination plan of the R4C partners complements the ESHA overall project plan for the R4C-project. It outlines the locally managed dissemination activities in [Country].

The partner responsible for dissemination of the R4C-project in [Country] is:

- [Name Organisation] [Abbreviation], represented by [Name of Contact]

1: Status R4C [Country]

This part is the national dissemination plan represents the status of the R4C-project in [Country].

- What are the major initiatives leading in this field? Whom are they organised by?
- Examples of school organisations/NGOs/research communities that contribute to R4C.
- Available projects related to R4C
- Etc.

(Please indicate your views on the project in your country, initiatives, contributors, R4C-projects that have been implemented, which and how many schools participate in the project).

Include references.

2: Database of dissemination and networking contacts

Each partner will use their own communication methods and databases to disseminate the project deliverables, events, etc. In view of privacy this data will not be shared with other partners. In order to monitor the communication efforts, **each partner is requested to fill in the following table**

Target audience	Number of contacts in partner's database	Ways to reach them*
Teachers		Mailing list, face-to-face, events etc.
School heads		
Parents		
Students		
Policy makers		
Universities		
Research partners		

NGOs		
Journalists		

*= Indicate you have reached the target audience (e.g. face-to-face, via email, recruitment/trainings events, workshops, via third party events, via other projects you have implemented etc.)

3. Dissemination activities

Events/Conference presentations

In [Country], the following dissemination events and other events will be organised. Speaker engagements at conferences are also listed.

Please report the events below:

Event name	Target audience	Date	Remarks*

*= Please remember to fill in the event report (Addendum Report).

Articles and publications

In the course of the R4C project the consortium will publish 2 journal publications. All partners are expected to send them to all identified national dissemination and networking contacts. ESHA will publish articles and publications on the project website.

Please list articles and publications including (planned) publishing dates and where they are published.

Send out newsletters

ESHA will write 4 newsletters that mark the milestones of the project. All partners are expected to send them to all identified national dissemination and networking contacts. Please report and acknowledge below that you have sent the newsletters.

	[Abbreviation Partner]
Date that newsletter 1 was sent	
Nr. of people that received newsletter 1	
Date that newsletter 2 was sent	
Nr. of people that received newsletter 2	
Date that newsletter 3 was sent	

Nr. of people that received newsletter 3	
Date that newsletter 4 was sent	
Nr. of people that received newsletter 4	

Social media

Every partner will post a minimum of 2 messages per month on R4C Twitter and Facebook accounts. In case partners prefer to be more active on social media or their own social media, they are requested to be so. In case there is activity on other social media, please list the URLs below:

Please list activity on social media for your reference.

Other

Please describe all further dissemination activities below:

- ADDENDUM B. EVENT REPORT + QUESTIONNAIRE + SIGNATURE LIST

Reflecting 4 Change (R4C)

Dissemination Report –EA / CITTA / EDEN / NUCLIO / ESHA

Agreement Number: 612879-EPP-1-2019-1-EL-EPPKA3-PI-FORWARD



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Activities / Event Report

a) Objectives

- Give a short introduction of approximately 300 - 500 words about R4C and the relevant output introduced/tested in the activity
- Have you defined a specific objective(s) for the implementation of the event in your country? Which is / are that?
- Make a short description, of about 200 words, of the activity and its objectives.

b) Practical information

- Location
- Date
- Number and profile of the participants
- Demographic data and gender, the type of school in which they work, their specialization, etc. (Add signed attendance lists or certification, assess for yourself what is appropriate for the target group)
- Number and profile of the event speakers: demographic data and gender, the company / school where they work, their specialization, etc. (Add signed attendance lists or certification, assess for yourself what is appropriate for the target group).
- Number of sessions and duration of each session (if your activity / event has multiple sessions).

c) Content and methodology

Make a short description of about 200 words about the methodology used. Which specific exercises and activities were used?

d) Atmosphere and group dynamics

Explain the trainer's perception in terms of the atmosphere of the sessions, the reactions of the participants, dealing with (own) prejudices / bias, dealing with rejection, the degree of interest, degree of participation, etc.

h) Evaluation

Explain which procedures and instruments are used in the evaluation.

f) Results

Give a summary of the results / outcome of the event

g) Additional comments






h) Pictures of the event and session(s)

Date: ____/____/____

Place:

Please take your time to give us your feedback about the content and organization of this event. Your answers are anonymous and will be used to improve the quality of future activities.

Your opinion is important to us!

					
Was the event interesting for you?					
I have understood the goals of the R4C-programme.					
The activities in the R4C project in general are important.					
The materials are useful in achieving the aim of the R4C-project: School openness and innovation capacity building					
The support of the R4C partner in the project was sufficient.					
Are you interested in participating in future activities of the R4C-project? Please circle Y/N	Y*			N	

* If you answered Y(es) please contact the following R4C member:
luca.laszlo@esha.org

Please give your feedback, recommendations and other remarks regarding the event:

Attendance sheet template:

<https://drive.google.com/drive/folders/1D1wHON9s8VmnZbVyDbryROTikRvqDSLc?usp=sharing>

- **ADDENDUM C: FORMAT R4C-PRESENTATION**

Ppt template is available under the following link:

<https://drive.google.com/drive/folders/1iddMIU37FMdQyoLVIB5IGmlrvhQikl6M?usp=sharing>

2019 Nov – 2021 Nov

Focus: Promoting the use of self-reflection tools to support innovation and systemic change in schools.

The project Reflecting for Change (R4C) aims at proposing an advanced support framework, as well as a set of core policy recommendations, to schools seeking to introduce a type of holistic change that will ensure a meaningful uptake of sustainable innovation, with an emphasis on achieving improved learning outcomes as set by the Europe 2020 strategy. In R4C approach, innovation is understood in terms of a school's pathway to digital maturity (e-maturity) and its comprehensive relationship to the use of ICT, as well as a school's pathway to openness demonstrated in its relationship with external stakeholders, in parental engagement, in fostering the well-being of its community as a whole, in its ability to combine the delivering of the curriculum with a study of local challenges, in its willingness and capacity to share its achievements with other schools and in its engagement with contemporary Responsible Research Innovation (RRI) challenges.

The consortium will organize and coordinate large scale pilots with schools to evaluate the effects of, and systematically validate the proposed approach by implementing numerous activities and exploiting at the same time the opportunities offered by major ongoing initiatives and reforms, in Greece, Portugal and Italy. The project will be implemented with a bottom up approach in 300 primary and secondary school, in urban as well as in rural areas while the sample for the validation of the proposed approach will consist of 1,500 teachers and 15,000 students.

Assumed deliverables:

- School Innovation Model
 - o It will define the specific elements of innovation in schools (based on SELFIE and OSOS-SRT indicators).
- School Profile and Analytics Framework
 - o In order to populate school innovation profiles, the fields of Teaching, Learning and/or Academic Analytics will be utilized in order to propose an overarching School Analytics framework towards providing holistic decision support to school leaders across all school layers.
- School Innovation Profiling Tool and the School Innovation Planning Recommender System
 - o The school innovation profiling tool that will be used to profile the innovation status of the school involved in the R4C pilot activities and for visualizing the different elements of the individual schools innovation profile for the school heads, and the school innovation planning recommender system will be used for providing recommendations (and tracking the

- implemented innovation pathway) to school heads and teachers for strategic school innovation based the school innovation profile.
- School Innovation Support Mechanism
 - o The consortium will design and set in action a community support mechanism that will empower teachers and learners and facilitate innovation in the participating school settings. The core activity in this framework will be to build a group of change leaders who will share leading innovative practices.
- School Innovation Strategies
 - o This document will describe the necessary strategies that will help every single school to improve, reinvent, supplement and transform according to its profile and identified needs.
- School Innovation Roadmap
 - o The roadmap will be a set of guidelines that will be informed from the implementation findings. It will aim to support the schools to be engaged in the innovation process setting up their innovation pathways based on a self-reflection process that will help schools to identify their weaknesses and needs.
- School Innovation Academy
 - o The School Innovation Academy will propose a school innovation support service, which will facilitate the process for envisioning, managing and monitoring change in school settings by providing a localised and flexible structure to follow.

Partners

Ellinogermaniki Agogi – Greece (coordinator)

ESHA – EU level, based in the Netherlands

European Distance and E-learning Network (EDEN) - EU level, based in the UK

ScienceView – EU level, based in Greece

University of Bayreuth (UBT) - Germany

Institute of Educational Policy (IEP) – Greece

Fondazione Idis-Città della Scienza – Italy

NUCLIO - Núcleo Interativo de Astronomia – Portugal

ESHA’s role in the project *(each partner should specify their own role when sharing the document)*

ESHA will lead the work package on Dissemination & Sustainability and will play a key role in In the work package on “From School Reflection to School Development” by having the responsibility for the preparation of the Training Materials and the on-line Support for School Heads and teachers. ESHA will also coordinate the preparation of one of the key documents of the project, the School Innovation Strategies. ESHA is extremely well placed to activate its entire network of head teachers from around Europe, spreading and multiplying the impact of the proposed project by supporting and guiding head teachers and encourage them to involve their schools to adapt the open culture promoted by R4C. R4C project is promoting a bottom up approach as the consortium trusts that the practitioner-led innovation holds a unique potential to effectively introduce sustainable innovations in contrast with time consuming top-down approaches. ESHA will offer a sustainable framework for introducing the project outcomes and findings to a large number of schools.

For more information on the project please contact luca.laszlo@esha.org. *(edit to your own contact details)*

[More information can be found on www.reflecting4change.eu](http://www.reflecting4change.eu)

